



Digital Integrated Marketing Communication (DIMC) Bantul events in communicating cultural events

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ABSTRACT

Keywords

Cultural Events
Digital Integrated Marketing
Communication (DIMC)
Event

Technological advances are developing rapidly, making technology a tool or system that makes daily activities easier the ability to adapt and innovate quickly. Bantul events applies several Digital Integrated Marketing Communication (DIMC) tools to communicate cultural events by creating Digital Advertisements through digital media channels such as Instagram, Facebook, TikTok and Twitter with the account name @bantuleventsid. This research aims to find out how Bantul events implements Digital Integrated Marketing Communication (DIMC) to communicate cultural events in Bantul Regency through digital media consisting of digital advertising, digital personal selling, digital sales promotion, digital public relations and digital direct marketing. This research uses a qualitative approach focusing on Digital Integrated Marketing Communication (DIMC) activities commonly carried out consisting of advertising, personal selling, sales promotion, public relations and digital-based direct marketing to promote cultural events. The main conclusion from this research is that the application of digital integrated marketing communication in communicating cultural events can be done well and is cost efficient. The digital integrated marketing communication (DIMC) concept is one manifestation of the transformation of the integrated marketing communication (IMC) concept, the implementation of which is adapted to technological developments and the characteristics of the current digital industry.

1. Introduction

Today's rapidly growing technological advances make technology one of the tools or systems that provide convenience in daily activities (Knowledge, 2020). The existence of this technology can reduce human physical barriers so that it can be carried out freely on a global scale. This, of course, must be utilized by one of them, namely the government, by using technological advances to carry out promotions related to what is superior in their area (Rosyida et al., 2020). The technology that is developing today also affects the way the target audience chooses a brand or product. Currently, the target audience is an intelligent generation towards internet-based technology so that downloading information becomes more accessible and faster. This caused the Integrated Marketing Communication agency in Japan, Dentsu, to formulate an AISAS (Attention - Interest - Search - Action - Share) approach, which shifted from AIDMA (Attention - Interest - Desire - Memory - Action). In this approach, it can be seen that the relationship between the brand and its target audience must have a good relationship and increase brand awareness through an Integrated Marketing Communication strategy which is an essential stage in embedding the brand in the minds of its target audience because IMC is a strategy that runs with media integrated by a message so that it can convey messages consistently, efficiently and effectively (Sugiyama, 2011).

Integrated Marketing Communication (IMC) continuously develops and implements various persuasive communication programs for customers and potential customers. The purpose of IMC is



to influence the target audience's behavior by using various promotional tools such as advertising, direct marketing, sales promotion, and public relations. IMC combines all these disciplines to provide clarity, consistency, and maximum communication impact (Priansa, 2017). Marketing communication emphasizes two-way interaction. Integration indicates alignment, compatibility (Holm, 2006), or combination in terms of focus, objectives, and strategic direction between elements of the promotion mix (sales promotion, advertising, personal selling, direct marketing, and public relations) and between aspects of the marketing mix (product, price, place, promotion) (Gregorius, 2002).

IMC can be carried out using advances in digital technology in combining all these disciplines to provide clarity, consistency, and maximum communication impact by utilizing digital media such as websites, social media, digital images and videos, digital audio, and others.

In promoting their regions, almost all regions in Indonesia have utilized technological advances, one of which is the Bantul Regency Regional Government through the Communication and Information Service (Diskominfo) (Eriend et al., 2021). Diskominfo must maintain its role as a communicator so that all elements of IMC are combined and followed by planned, measurable, and sustainable efforts to align with the government's objectives in introducing its regional culture (Prathisara & Masduki, 2023). Bantul Regency is one of the regions in DI Yogyakarta Province, which is rich in culture, tourism, culinary, etc. In 2021, Bantul Regency received an Intangible Cultural Heritage Determination Award from the Indonesian Ministry of Education and Culture. There are seven intangible cultural heritages: Nguras Enceh Category of Community Customs, Rites, and Celebrations; Kupatan Jolosutro Category of Community Customs, Rites and Celebration (Pemerintah Kabupaten Bantul, 2021).

To preserve and communicate in marketing related to the cultural heritage of Bantul Regency, the Diskominfo and the local community hold cultural-themed events (Brannagan et al., 2023). *Culture Event* is a cultural activity that was previously presented in a regular, continuous pattern and will be reconfigured precisely to create a new event. The festival experience has three dimensions of cultural events: spectacularisation, theme, immersion, and participation. (Jennie, 2015).

In conducting promotions, Diskominfo applies several Digital Integrated Marketing Communication (DIMC) tools related to cultural events that are promoted by creating Digital Ads through several digital media channels such as Instagram, Facebook, TikTok, and Twitter with the account name @bantuleventsid (Susilowati, 2018). On these social media accounts, Diskominfo promotes many events, one of which is cultural events such as Rebo Pungkasan Giant Lemper Kirab, Keroncong Pesisiran Mataraman, Jodhangan Goa Cerme, etc. In addition, Diskominfo also promotes these events through other digital media such as websites (bantulkab.go.id) and YouTube accounts (Bantul TV) belonging to Bantul Regency.

In addition, other regions in Indonesia also apply marketing communication strategies in communicating events in their regions, and one example is Gelar Desa Rintisan and Kantong Budaya Kalurahan Sendangsari. The event communicates its activities with digital media, such as through the website (<https://sendangsarisid.slemankab.go.id/>) and Instagram (@jogjaevents). The website and Instagram have the same or integrated message or information explaining these activities' rundown (Eriend et al., 2021).

Marketing communication is carried out using digital media where all Diskominfo marketing communication activities through @bantuleventsid carry the same message and work in integration in promoting culture events as events in communicating culture in Bantul Regency. So that the messages conveyed and the workflow between social media and digital media are interrelated. This research aims to find out how Diskominfo implements Digital Integrated Marketing Communication (DIMC) in order to communicate cultural events in Bantul Regency through digital media.

2. Method

This research uses a qualitative approach. Qualitative research is often called a naturalistic research method because the analysis is carried out in natural conditions (natural settings); also known as the ethnographic method, because initially this method was more widely used for research in the field of cultural anthropology, referred to as a qualitative method, because the data collected and the analysis is more qualitative. (Sugiono, 2015).

This type of research is descriptive qualitative. The use of descriptive qualitative in this study describes the social reality of the research object (Zinaida et al., 2020). Descriptive analysis seeks to define, describe, and document the facts in the field. This research aims to explain broadly and in detail about a matter because this research collects data based on facts that occur in the area when researchers conduct research and go directly to the agency (Maharani et al., 2020).

The descriptive method is a problem-solving procedure investigated by describing/describing the state of a subject/object of research (a person, institution, society, etc.) at present based on the facts that appear or as they are. This research was conducted at the Office of Communication and Informatics of Bantul Regency. The data collection techniques used in this research are observation and interviews with selected informants (Wenerda, 2022). In this study, researchers interviewed two informants. Secondary data, as supporting data in this research, is obtained from literature studies, books, scientific articles, and some documentation from Bantulevents.id.

Researchers used source triangulation, comparing or rechecking the degree of trust in information obtained from different sources (Widhiyarti, 2017). The analysis was conducted after field research about the research problem and objectives.

3. Result and Discussion

The concept of Digital IMC continues to evolve along with technological developments and consumer behavior so that the technical implementation can also change from time to time. A marketing concept that involves using various digital media such as websites, email, social media, online advertising, and others, intending to produce consistent and integrated messages and provide a consistent customer experience (Yudha, 2022).

The Digital Integrated Marketing Communication (DIMC) concept is a specific combination of digital-based marketing communication activities, where the marketing communication activities most often used by companies are advertising, personal selling, sales promotion, public relations, and direct marketing using digital media. (Philip Kotler, Hermawan Kartajaya, 2019).

As an event promotion media in Bantul Regency, Bantulevents.id strives to continue to promote existing events to the broader community. Digital Integrated Marketing Communication (DIMC) is a promotional strategy that echoes all of these events (Anand, 2020). The goal is for the wider community to learn about events in the Bantul area. Bantulevents.id has several digital media in carrying out marketing communication activities for cultural events in Bantul Regency. DIMC marketing communication activities for cultural events are classified as components of the promotion mix, which include Digital advertising, Digital sales promotion, Digital personal selling, and Digital direct selling, where the message conveyed in each Event Promotion on digital media is the same, namely introducing cultural events as local wisdom tourism in Bantul Regency and various other information related to the Event itself (Kurnia Yuli Sintakarini et al., 2023).

A. *Digital Advertising*

Bantulevent itself conducts online publications through social media and websites. The messages contained in this Advertising activity include the event schedule, the event's location, and, most importantly, the sponsor's logo supporting the event (Valos et al., 2017). The design and message of advertisements published in various media must be the same so people understand. The most essential thing in this activity is that the message conveyed can be well understood by the broader community about the event that will be held (Hinterberger et al., 2020). Digital advertising uses technological developments and the digital world to promote or advertise, but it has a very influential effect (Yfantidou et al., 2017). Sites such as Facebook, YouTube, Instagram, or other types of social media are often used to do digital advertising. Formats or forms of online advertising include pop-ups, rich media ads, interstitial ads, supersitials, video ads, and banner swapping (Watson & Hill, 2015).

Bantul events digital advertising activities, which include advertising, are carried out through digital media such as Instagram. However, advertising activities are not only to promote cultural events but also other events that are being held in Bantul Regency.

One of the objectives of an advertisement is to raise awareness among consumers of the advertised product. Therefore, the form and packaging of the advert must be considered so that its message can be conveyed to consumers (Expressiveness).

This is also what Bantul events did in preparing an advertisement about cultural events to improve local culture. The provision of background images in each design of the promoted content makes the cultural event content more modern in conveying to a broad audience that all groups of people can enjoy the cultural event.

B. *Digital Personal Selling*

The digital personal selling activities carried out by Bantul Events are only through social media. Bantul Events interacts directly with Followers through comments and private messages regarding information about cultural events held in Bantul Regency.

Personal selling in digital media leads to a marketing strategy where the seller interacts directly with potential buyers or customers through digital platforms where the company's interaction with the community is carried out via email, social media, SMS, direct interaction via video calls/telephone calls and others as a communication medium to establish direct relationships with the community.(Fitri, 2021)

Digital personal selling activities can build personal relationships, understand individual needs, and provide solutions that suit consumers. Another benefit of implementing personal selling is that businesses can ask relevant questions and listen carefully to understand the unique needs and preferences of customers, with several objectives such as building awareness of product availability, stimulating consumer interest, and finding new consumers, as well as conducting market analysis which is difficult to achieve through other digital marketing channels.

C. *Digital Sales Promotion*

The Digital Sales Promotion activities carried out by Bantulevents to attract consumer attention include creating a digital calendar event program. The program makes it easier for consumers to find out about cultural events that will be held in Bantul Regency. These consumers will later get notifications about Bantul events via their smartphones. The main objective of the Digital sales promotion activities themselves is that people have a desire for cultural events that will be held to be higher with the programs that have been provided. The program makes cultural events held increasingly known by the broader community in Indonesia.

Sales promotion activities are activities that are often carried out in promotion. According to Kotler, Sales Promotion is a collection of intensive, diverse tips that are usually short-term, which are helpful in encouraging the purchase of certain products/services quickly.(Rizky & Yasin, 2014).

Sales Promotion is essential in running a business. Sales promotion can be in the form of discounts, cashback, testimonials, and others. Bantulevents has its way of attracting attention and providing information in implementing Digital Sales Promotion. As a promotional medium for an event, Bantulevents cannot offer gimmicks such as promos, cashback, or discounts to attract people's attention.

D. *Digital Public Relations*

The form of Digital public relations activities carried out by Bantul event is to build positive perceptions of several supporting stakeholders such as regional apparatus organizations (OPD), event promoters, and followers, as well as to build a positive image of the company or build a good reputation by making publications through digital media owned by the company in the form of partner media content, collaborative activities or others. In addition, Bantul events are also published on several mainstream digital media to get more significant publicity, such as Websites and YouTube.

The key to digital public relations activities is consistency. Public Relations must always provide information to the media regularly and must often hold meetings for casual sharing. This is important because the media will always want information every day. Consistency is also needed in publication content so that it is not dull. Public Relations must think about the news that will be published, who the audience is, the relevance of the information, the duration of the delivery of the report, the accuracy

of the news, and who the news deliverer is. So that the message conveyed through the media can be well received by the public. (Satira & Hidriani, 2021)

Digital public relations activities carried out by Bantul events, if analyzed from a digital IMC or digitally integrated marketing communication (DIMC) perspective, then Digital public relations carried out by Bantul event is to support marketing objectives, which include increasing awareness, informing, gaining understanding, building trust, giving consumers a reason to attend the event, and motivating consumer acceptance. (Priansa, 2017).

E. Digital Direct Marketing

One form of Digital Direct Marketing carried out by Bantulevent is the application of digital marketing by maximizing digital networks as the primary media in conducting direct marketing. Therefore, digital advertising is carried out to all digital media where Bantuevent uses Web-based press, such as blogs, to provide informative content in the form of articles and the use of other media platforms to promote in the form of videos and graphic content such as YouTube, Instagram, Facebook, Tiktok and Twitter.

Digital direct marketing is a marketing strategy that integrates digital technology with immediate and personalized interactions between companies and their customers or prospects. In this context, digital direct marketing utilizes digital technologies such as email, social media, websites, and other online platforms to communicate directly with customers or prospects. It aims to provide personalized messages, understand individual preferences, and build closer customer relationships. Adopting digital technologies and platforms in modern marketing is essential to accommodate changes in consumer behavior that increasingly rely on digital technology. By utilizing digital direct marketing, companies can respond more to customers' needs and wants and build stronger bonds through more personalized and relevant interactions. (Philip Kotler, Hermawan Kartajaya, 2019).

Bantulevent implements digital marketing, namely maximizing digital networks as the primary media. Every company must experience internal and external obstacles, one of which is digital direct marketing. The application of digital direct marketing will always find its obstacles. The application of digital direct marketing at Bantulevents also has several obstacles. The obstacles faced include Bantulevents only having one admin who takes care of all the content in Bantulevents, which makes messages sent directly to the target audience less efficient.

4. Conclusion

Based on the results of research using qualitative methods supported by primary data and secondary data relating to integrated digital marketing communication activities for the digital promotion of Bantulevent, it can be concluded that the application of integrated digital marketing communication (DIMC) consisting of digital advertising, digital personal selling, digital sales promotion, digital public relations, and digital direct marketing as a marketing communication strategy for cultural events in Bantul district because DIMC is considered the most suitable method in promoting cultural events. However, it does not rule out the possibility of using other methods according to current conditions. Messages conveyed through digital media such as websites, Twitter, Instagram, Tik Tok, Facebook, and YouTube have a very vital role for Bantul events in promoting cultural events because both social media and events are currently synonymous with young people, so the interaction between Bantul events and their followers is well established.

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