



DIGITAL MARKETING STRATEGY TO SUPPORT TRADITIONAL PERFORMING ARTS: IMPLEMENTATION AT PT ANTRONATIVE MEDIA SEMESTA

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Abstract

PT Antronative Media Semesta, a creative enterprise dedicated to the promotion and preservation of traditional Indonesian performing arts, faces challenges expanding audience reach and engagement in today's digital environment. The internship program aimed to provide practical understanding of digital marketing techniques for the tourism sector, translate academic knowledge into tangible business solutions, leverage digital media to boost customer engagement and sales, and cultivate essential professional skills. Crafting content strategies, formulating budget plans, and executing social media optimization methods tailored for company objectives were key activities. Emphasizing storytelling and targeted content creation was crucial in fostering audience interaction and advancing the appreciation of traditional arts. Creating content plans, developing marketing materials, and analyzing engagement metrics enhanced problem-solving and creative thinking skills. Social media initiatives were particularly successful in enhancing audience engagement. Gaining insights into digital marketing strategies, applying theoretical knowledge to real-world challenges, and exploring the role of digital media has improved professional competencies. This highlights the significance of strategic digital marketing to conserve and promote cultural heritage.

Keywords: Digital Marketing, Traditional Performing Arts, Content Marketing, Social Media, Cultural Preservation.

Abstrak

PT Antronative Media Semesta, sebuah perusahaan kreatif yang berdedikasi untuk promosi dan pelestarian seni pertunjukan tradisional Indonesia, menghadapi tantangan dalam memperluas jangkauan audiens dan mengembangkan keterlibatan yang bermakna dalam lingkungan digital saat ini. Program magang bertujuan untuk memberikan pemahaman praktis tentang teknik pemasaran digital yang relevan untuk sektor pariwisata, menerjemahkan pengetahuan akademis ke dalam solusi bisnis yang nyata, memanfaatkan media digital untuk meningkatkan keterlibatan pelanggan dan penjualan, serta mengembangkan keterampilan profesional yang esensial. Kegiatan inti meliputi penyusunan strategi konten, perumusan rencana anggaran, dan pelaksanaan metode optimasi media sosial yang disesuaikan dengan tujuan spesifik perusahaan. Menekankan storytelling dan pembuatan konten yang ditargetkan sangat penting dalam membina interaksi audiens dan memajukan apresiasi terhadap seni tradisional. Tugas-tugas yang mencakup pembuatan rencana konten, mengembangkan materi pemasaran, dan menganalisis metrik keterlibatan meningkatkan keterampilan pemecahan masalah dan pemikiran kreatif. Inisiatif media sosial



terbukti sangat berhasil dalam meningkatkan keterlibatan audiens. Memperoleh wawasan tentang strategi pemasaran digital, menerapkan pengetahuan teoretis pada tantangan dunia nyata, dan menjelajahi peran media digital telah meningkatkan kompetensi profesional. Hal ini menekankan pentingnya menggunakan pendekatan pemasaran digital strategis untuk melestarikan dan mempromosikan warisan budaya.

Kata Kunci: Pemasaran Digital, Seni Pertunjukan Tradisional, Pemasaran Konten, Media Sosial, Pelestarian Budaya.

A. INTRODUCTION

In this fast-paced digital era, Indonesia's traditional performing arts face considerable challenges. Despite their rich cultural values and diversity, traditional arts must compete with the appeal of modern entertainment and digital platforms that are more appealing to the younger generations. One of the key barriers faced by traditional art practitioners is the lack of effective utilization of digital marketing and social media platforms to reach a broader audience. Digital marketing and social media are crucial for organizations looking to grow their audience and create better engagement. Recognizing this, PT Antronative, as a creative media company committed to preserving traditional performing arts, has a unique opportunity to address this challenge. With a combination of strong creative resources, a deep understanding of traditional arts, and an extensive network, the company has the potential to reach a larger audience and increase engagement levels. However, to realize this potential, PT Antronative needs to optimize its digital marketing strategy to fully leverage established frameworks for strategic digital marketing.

One of the key issues that PT Antronative faced was the lack of optimal audience reach and engagement through digital platforms. Although the company has invested in digital marketing efforts,

B. IMPLEMENTATION AND METHODS

the results have not met expectations. Some of the factors contributing to this problem include the lack of a well-planned and focused content strategy, suboptimal utilization of social media, and the lack of comprehensive data analysis to measure the effectiveness of marketing campaigns. As a result, PT Antronative struggled to attract and retain the attention of its target audience online.

To address these challenges, the proposed solution is the implementation of a comprehensive and well-planned digital marketing strategy. This strategy will focus on developing a content strategy that is engaging and relevant to the target audience, optimizing the utilization of social media through creative and interactive content, and applying data analysis to measure the effectiveness of the marketing campaign and make necessary adjustments. Knowledge and skills in digital marketing, particularly in content strategy development, social media optimization, and data analysis, are at the core of the solution offered. The work procedure to realize this solution includes situation analysis and strategy formulation, content development, social media optimization, and data analysis and evaluation. By adopting a systematic and data-driven approach, PT Antronative was able to significantly increase audience reach and engagement.

This internship is part of the D3 International Business study program at the Faculty of Economics and Business,



Universitas Jenderal Soedirman, the author carried out an internship at PT Antronative Media Semesta, a creative media entity located in Purwokerto, Central Java. This internship, which took place online for three weeks is one of the graduation requirements. This remote internship was due to the author's participation in a student exchange program abroad, so all activities were conducted through online communication and the use of digital collaboration tools.

The methodological approach applied during the internship focuses on

C. RESULTS AND DISCUSSION

During the internship program at PT Antronative, it was found that one of the main challenges faced by the company was the lack of variety and attractiveness of content on social media. The lack of consistency in the delivery of material led to low audience interaction and less than optimal dissemination of information related to traditional performing arts. The internship emphasized creating content that resonated with the target audience, reflecting best practices in content marketing. Aligned with the principles of Marketing 5.0, this internship emphasized leveraging technology to deliver more interactive and tailored experiences for the audience while showcasing the cultural importance of Banyumas' traditional performing arts. The success of PT Antronative's digital marketing initiatives depended on several essential elements, such as content development, social media management, video promotion, and search engine optimization, all of which play a vital role in a well-rounded digital marketing approach. To overcome this obstacle, a solution was implemented in the form of more systematic content planning and the creation of moodboards to ensure continuity of themes and visual appeal in each upload.

As part of the digital marketing

comprehensive hands-on experience. Competencies honed include designing and implementing content strategies oriented towards storytelling that is interesting and relevant to the target audience through various social media platforms and digital channels owned by the company. Another crucial aspect is an in-depth understanding of the process of preparing a Budget Plan (RAB) for a performing arts production, including the identification and detailed calculation of relevant production, marketing, and operational costs.

strategy, the author contributed to the development of storytelling about Banyumas' traditional performing arts in two languages, Japanese and English. The production of content in a bilingual format aims to expand the reach to international audiences and increase appreciation for Indonesian culture. The presentation of the narrative in two languages allows PT Antronative to reach a wider community while strengthening its position in the culture-based creative industry.

In addition to focusing on content development, the author also participated in the preparation of the Budget Plan (RAB) for various performing arts productions. The preparation of this RAB provided practical insights into financial management in the creative industry, including the calculation of production, marketing, and operational costs. This experience deepened my understanding of the importance of budget planning to ensure the continuity of art projects.

The success of the digital marketing strategy was supported by several key factors, including the active involvement of PT Antronative in providing guidance and insight into digital marketing techniques. The utilization of various digital platforms such as Instagram, Facebook, and YouTube is also a crucial factor in expanding audience reach. In addition, the increasing trend of

digitalization in society also plays a role in attracting audience interest in content related to traditional performing arts.

With the implementation of the right strategy and the ability to adapt to various challenges, storytelling-based digital marketing at PT Antronative has proven effective in increasing brand awareness and appreciation for traditional performing arts. This internship program provides valuable experience in understanding the importance of digitalization in the creative industry as well as the various challenges that must be faced in implementing digital media-based marketing.

D. CONCLUSION

Based on the results of the analysis and discussion, the implementation of a storytelling-based digital marketing strategy at PT Antronative Media Semesta has shown its effectiveness in increasing brand awareness and audience interaction with traditional performing arts. A more systematic management of content strategy, optimal utilization of social media, and the application of storytelling techniques in various languages have contributed to expanding market reach. In addition, involvement in the preparation of the Budget Plan (RAB) provided deeper insights into the financial aspects of the creative industry. The main factors supporting the success of this strategy include support from PT Antronative, maximum utilization of digital platforms,

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and the growing trend of digitalization. However, some obstacles such as limited manpower and changes in social media algorithms remain a challenge that must be anticipated in the future.

To improve the effectiveness of the digital marketing strategy at PT Antronative, there are several recommendations that can be implemented. First, there is a need for improvement in digital content management, including scheduling uploads and diversifying content formats to make it more attractive to various audience segments. Second, the company can further optimize digital data analysis to understand audience interaction patterns and adjust marketing strategies in a more targeted manner. Third, expanding partnerships with art communities and digital influencers can help increase audience reach and engagement. In addition, investment in paid marketing can also be considered to improve the overall effectiveness of digital campaigns.

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