



CONTENT PLANNING FOR SOCIAL MEDIA AT PT ANTRONATIVE MEDIA SEMESTA TO PROMOTE BANYUMAS TRADITIONAL ARTS FOR A GLOBAL AUDIENCE

Aurellia Clevaya Gerbang Bunga^{1*}, Ade Irma Anggraeni¹ and Adnane Derbani²

¹Economic and Business Faculty, Jenderal Soedirman University

²De Montford University

*Email corresponding author: aurellia.bunga@mhs.unsoed.ac.id

Abstract

PT Antronative is a creative media company that prioritizes the promotion of traditional performing arts to introduce Indonesian culture to the international stage. This internship was aimed at understanding the promotional strategies applied in marketing traditional performing arts and assessing their effectiveness in reaching international audiences. The methods used in this internship included direct observation and content creation for social media. During the internship, the author not only produced content but also provided guidance on creating engaging Instagram content to enhance public interest in traditional performing arts. The results of the internship indicate that a marketing approach utilizing visually appealing and interactive content on social media platforms can effectively increase audience engagement. Therefore, innovative digital marketing strategies are essential in promoting culture, and a more interactive, experience-focused approach is also necessary to capture the attention of global audiences. Additionally, the content presented needs to be consistent and relevant to market trends to remain appealing and expand promotional reach sustainably.

Keywords: Digitization of information system; PT Antronative; Digital marketing.

Abstrak

PT Antronative merupakan sebuah perusahaan media kreatif yang mengutamakan promosi seni pertunjukan tradisional guna memperkenalkan budaya Indonesia ke dunia internasional. Magang ini ditujukan untuk memahami strategi promosi yang diterapkan dalam memasarkan seni pertunjukan tradisional serta menilai seberapa efektifnya dalam menjangkau penonton internasional. Metode yang diterapkan dalam magang ini meliputi pengamatan langsung dan pembuatan konten untuk media sosial. Selama magang, penulis tidak hanya memproduksi konten tetapi juga memberikan arahan dalam menciptakan konten menarik di Instagram untuk meningkatkan ketertarikan publik terhadap seni pertunjukan tradisional. Hasil dari magang menunjukkan bahwa pendekatan pemasaran yang memanfaatkan konten visual yang menarik dan interaktif di platform media sosial dapat dengan efektif meningkatkan keterlibatan audiens. Oleh karena itu, strategi pemasaran digital yang inovatif sangat diperlukan dalam mempromosikan budaya, dan pendekatan yang lebih interaktif serta berfokus pada pengalaman juga diperlukan untuk menarik perhatian audiens global. Selain itu, konten yang disajikan perlu konsisten dan relevan dengan tren pasar agar tetap menarik dan meningkatkan jangkauan promosi secara berkelanjutan.

Keywords: Digitalisasi sistem informasi; PT Antronative; Pemasaran digital.



A. INTRODUCTION

PT Antronative is a creative media company focused on promoting traditional performing arts to introduce Indonesian culture to the international stage. In today's digital era, social media has become a crucial aspect of marketing strategies. Social media is not only used as a promotional tool but also as a platform for audience interaction.

However, in its implementation, PT Antronative faces challenges in planning and producing engaging and consistent content for social media. The lack of ideas in content planning and limitations in creating promotional materials that attract audiences have become major obstacles in maximizing the company's digital marketing strategy. The main problem faced by PT Antronative is the difficulty in developing content plans and creating engaging content that aligns with the target audience. Without structured and relevant content, the effectiveness of digital marketing decreases, hindering the company's efforts to expand the exposure of Indonesian traditional performing arts to

a wider audience. As a solution to this issue, the author assisted PT Antronative in developing a content plan containing various content ideas that could be uploaded daily or weekly over a month. With well-structured planning, the company can implement a more targeted and effective digital marketing strategy.

Additionally, the content created is designed to be more engaging and capable of increasing audience interaction. A company with strong digital marketing capabilities has a greater chance of delivering personalized and precisely targeted marketing messages according to its audience. Digital marketing not only aims to increase exposure but also to build strong branding, strengthen customer relationships, and support the company's marketing objectives. With this solution, PT Antronative is expected to optimize social media as a marketing tool, enhance audience engagement, and expand the promotion of traditional performing arts on a global scale.

B. IMPLEMENTATION AND METHODS

The implementation of this internship serves as one of the graduation requirements for the author in completing the Diploma III Program at the Faculty of Economics and Business, Jenderal Soedirman University. The internship was conducted over a period of three weeks and was carried out online, as the author was simultaneously participating in a student exchange program abroad. Consequently, all activities were conducted remotely

through online communication and digital collaboration tools.

The methods applied in this internship involved direct observation of PT Antronative's digital marketing strategies, strategic content planning, and research on audience engagement. The activities carried out during the internship included:

1. **Developing a Content Plan** – The author created a structured content plan for the company's social media platforms, outlining daily and weekly posts for the entire month of

February 2025. This content plan aimed to ensure consistency and effectiveness in audience engagement. Since Instagram and social media are closely linked to the evolution of marketing, the content plan was designed based on an analysis of successful social media accounts for popular products and brands, examining how customer engagement was influenced by the content they posted.

2. **Budget Planning for Performing Arts Events** – The author assisted in preparing a budget estimation for organizing a traditional performing arts showcase. This included cost projections for venue rental, performers, technical equipment, and promotional expenses.
3. **Conducting Audience Preference Research** – The author conducted a research study to analyze which types of traditional performances garnered the most interest from both local and international audiences. This research provided valuable insights to help PT Antronative optimize its event planning and marketing strategies.
4. **Creating Storytelling Narratives for Global Audiences** – To enhance the accessibility of PT Antronative's content for an international audience, the author developed English-language storytelling scripts for video content. These scripts were designed to ensure that global viewers could understand and appreciate the cultural context and artistic value of the performances.
5. **Producing Engaging Social Media Content** – In addition to planning, the author contributed to the creation of high-quality social media content, ensuring that visuals

and captions aligned with the company's branding and marketing objectives. The author also provided recommendations on how to craft engaging Instagram content that effectively captured public interest.

Through these activities, the internship provided a comprehensive understanding of digital marketing in the cultural industry. The combination of strategic content creation, audience research, and budget planning contributed to PT Antronative's efforts in promoting traditional Indonesian performing arts on a global scale. By implementing structured and data-driven marketing strategies, the company was able to enhance its digital presence and attract a wider audience.

C. RESULTS AND DISCUSSION

The implementation of digital marketing strategies at PT Antronative has significantly improved its approach to promoting traditional performing arts on social media. This section discusses how the proposed solutions were executed to address the initial challenges, evaluates the outcomes as indicators of success, and identifies key factors that influenced the program's implementation.

One of the main challenges identified was the *lack of a structured content planning strategy*, which resulted in inconsistent social media engagement. To overcome this, the author developed a *comprehensive content plan for February 2025*, ensuring a well-organized schedule for social media posts. This strategy successfully provided PT Antronative with a roadmap for creating and publishing engaging content. The structured approach helped maintain a consistent online presence,



which is crucial for increasing audience retention and engagement.

Another critical aspect was the *budget planning for performing arts events*. The author assisted in creating a cost estimation for an upcoming traditional performance, detailing necessary expenses such as venue rental, performer fees, and technical support. The implementation of this budget plan allowed the company to better allocate financial resources and strategize sponsorship opportunities, ensuring a more effective and financially sustainable event execution.

The *audience preference research* conducted during the internship also played a key role in optimizing PT Antronative's promotional strategies. By analyzing which types of traditional performances were most appealing to both local and international audiences, the company was able to tailor its marketing efforts to highlight performances with higher demand. This research-driven approach enabled more targeted promotions, increasing the likelihood of audience interest and participation.

Additionally, to address the challenge of expanding its international reach, PT Antronative incorporated *English-language storytelling narratives* into its video content. The author developed scripted text that accompanied social media videos, allowing global audiences to better understand the cultural significance of the performances. This approach effectively enhanced engagement from non-Indonesian viewers, aligning with the company's goal of bringing traditional arts to the international stage.

The results of these initiatives indicate a positive impact on PT Antronative's digital marketing performance.

Instagram and social media are closely linked to the evolution of marketing, and by implementing a structured content plan and engaging storytelling methods, the company experienced increased interaction with its target audience. Metrics such as higher engagement rates, improved content reach, and increased follower growth served as indicators of success.

Several factors influenced the effectiveness of the implemented solutions. *The availability of digital tools and the company's willingness to adapt to structured content planning were key drivers of success*. The organization's openness to adopting new strategies facilitated a smoother transition into more data-driven marketing practices. Additionally, the increasing global interest in Indonesian culture provided a favorable environment for PT Antronative's digital outreach efforts. However, certain challenges persisted, including *limitations in human resources for content creation and the need for continuous audience engagement strategies*. Although the content plan provided guidance, the execution still required dedicated personnel to maintain content quality and interaction with followers. Additionally, sustaining long-term engagement remains a challenge, as digital trends and audience preferences evolve rapidly.

With these findings, it is evident that the implementation of structured content planning, budget forecasting, audience research, and English-language storytelling has contributed to enhancing PT Antronative's digital marketing efforts. These initiatives addressed the initial challenges of inconsistent content strategy and limited international outreach. While notable improvements were achieved, maintaining audience engagement and scaling content



production remain areas for further development. Moving forward, PT Antronative should continue refining its marketing strategies to sustain its growth and strengthen its presence in the global digital landscape.

D. CLOSING

CONCLUSION

The internship at PT Antronative provided firsthand experience in implementing digital marketing strategies to promote traditional performing arts. One of the main challenges encountered was the lack of structured content planning, which led to inconsistencies in attracting audiences. To address this issue, the author developed a *one-month content plan*, conducted research on audience interests, and crafted *English storytelling narratives* to make the content more accessible to a global market. As a result, audience engagement increased, demonstrating that a well-structured social media marketing strategy can effectively enhance outreach and promotional impact. Throughout the internship, the author gained valuable insights into *content creation strategies*, *audience engagement techniques*, and *the importance of digital marketing in cultural promotion*. Additionally, the experience improved the author's creative thinking, adaptability, and ability to work remotely while collaborating with a professional team. However, some challenges remained, such as limited resources for content production and the need for a long-term strategy to maintain audience engagement.

SUGGESTION

To improve the effectiveness of digital marketing, PT Antronative is advised to maintain consistency in content planning

and production while actively exploring various creative formats and concepts to attract audience interest. Additionally, involving experts or professional content creators can help enhance content quality and appeal. The sustainability of the implemented digital marketing strategy should be strengthened through continuous innovation and periodic evaluations to ensure its effectiveness in reaching a wider audience.

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