



DIGITAL INNOVATION IN BANYUMAS TRADITIONAL ART BY PT ANTRONATIVE MEDIA SEMESTA

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Abstract

This article discusses how digital innovation is used in the marketing strategy of traditional arts in Banyumas, focusing on the methods applied by PT Antronative Media Semesta. Through the internship program at this company, the author gained hands-on experience in the field of creative media, specifically in the design, development, and marketing of traditional performing arts content. The main purpose of this internship is to understand firsthand how social media marketing is applied in the arts industry. With this experience, the author can connect the theories learned in college with real practices in the world of work. This article will also review the strategies used by PT Antronative, the challenges faced during the internship, and the tangible results achieved through cooperation with various parties.

Keywords: Traditional Arts, Digital Marketing, Social Media.

Abstrak

Artikel ini membahas bagaimana inovasi digital digunakan dalam strategi pemasaran seni tradisional di Banyumas dengan fokus pada metode yang diterapkan oleh PT Antronative Media Semesta. Melalui program magang di perusahaan ini, penulis mendapatkan pengalaman langsung di bidang media kreatif, khususnya dalam perancangan, pengembangan, dan pemasaran konten seni pertunjukan tradisional. Tujuan utama dari magang ini adalah untuk memahami secara langsung bagaimana pemasaran media sosial diterapkan dalam industri seni. Dengan pengalaman tersebut, penulis dapat menghubungkan teori-teori yang dipelajari di bangku kuliah dengan praktik nyata di dunia kerja. Artikel ini juga akan mengulas strategi yang digunakan PT Antronative, tantangan yang dihadapi selama magang, dan hasil nyata yang dicapai melalui kerja sama dengan berbagai pihak.

Kata Kunci: Seni Tradisional, Pemasaran Digital, Media Sosial.



A. INTRODUCTION

The Merdeka Belajar Kampus Merdeka (MBKM) program is an initiative of the Ministry of Education, Culture, Research, and Technology that aims to transform the higher education system. The program encourages students to be more independent, learn through hands-on experience, and develop relevant skills outside the classroom. This program is also in line with the main focus of PT Antronative so that the author can gain real work experience and apply the knowledge they have learned in lectures.

As a Marketing intern, the internship experience at PT Antronative is very much in line with the MBKM program as it provides hands-on learning opportunities in a creative media environment. The main focus is the design and promotion of traditional performing arts. During my internship, I gained practical experience in utilizing the Internet to support the promotion and preservation of culture. PT Antronative is actively strengthening the Banyumas traditional arts ecosystem through various digital initiatives, such as content creation, and online education programs, which will be discussed further in this article.

This situation analysis focuses on the conditions at PT Antronative, a creative media company engaged in the design and promotion of traditional performing arts. One of the main challenges faced was increasing public awareness and appreciation of Banyumas traditional arts through digital platforms. As a solution, this program proposes the creation of educational advertisements on social media. The main objective of this internship is to gain hands-on experience

in social media marketing in the work environment of PT Antronative. In addition, this program also aims to apply the marketing theories learned in lectures to real projects and hone professional skills, such as communication, teamwork, problem-solving, and analysis. Thus, this internship acts as a bridge between academic theory and marketing practice to preserve culture digitally.

B. IMPLEMENTATION AND METHOD

The internship program at PT Antronative was conducted online over three weeks and offered a fairly comprehensive experience for the writer. As a Diploma III International Business student at Universitas Jenderal Soedirman, the writer possesses fundamental knowledge in business that can be utilized in marketing strategies throughout the internship. Throughout the internship, the author engaged in practical work experiences under the guidance of mentors at PT Antronative. This method guarantees that participants grasp the theory while also acquiring practical experience that can be directly utilized in internship activities.

Key activities during the internship consist of:

1. Orientation and Briefing: The initial week consisted of briefing meetings about the internship report, work procedures, and a description of the Resource Person Specification (RPS). Preliminary talks were conducted to comprehend the roles and duties of interns.



2. Company Overview: Attendees receive comprehensive insights into PT Antronative, featuring its background, vision, mission, and organizational framework. This aids participants in grasping how the company functions within the creative media sector.

3. Content Strategy and Mood Board: Interns collaborated to develop content strategies and mood boards for social media promotional campaigns. This procedure includes generating ideas, exploring trends, and developing visual concepts that align with the brand identity of the company.

4. Budgeting (RAB): Interns are taught to create a budget plan for a performing arts event, which includes identifying cost elements, researching prices, and formulating a comprehensive budget proposal.

Through a practical and hands-on approach, this internship program offers a wider insight into how PT Antronative manages its operations, executes marketing strategies, and tackles challenges in promoting traditional arts. Hands-on participation in content development and budget management rendered this experience essential for the interns.

C. RESULTS AND DISCUSSION

This section explains how PT Antronative Media Semesta utilizes digital innovation to promote and preserve Banyumas traditional arts. The focus is on the effectiveness of their digital marketing strategy, the tangible results of the internship program, and the factors that support its success.

PT Antronative employs digital marketing techniques to introduce and sustain Banyumas traditional arts. One of their main strategies is creating educational advertisements distributed through social media. Their target audience includes:

- **Young people in Banyumas:** Engaging the younger generation is crucial to ensure that traditional arts remain appreciated and passed down. Creating relevant and engaging content helps instill a sense of pride in local culture.

- **Domestic tourists:** Showcasing the uniqueness of Banyumas arts can attract tourists who want to explore the local culture further. This also helps boost the local economy and creates opportunities for artisans and artists.

- **Art enthusiasts from abroad:** Introducing Banyumas arts to an international audience can increase global appreciation and open opportunities for international collaborations.

To fulfill its mission, PT Antronative provides a variety of essential services, including:

- 1. Creating social media content:** Producing engaging, informative, and shareable materials—like videos, articles, and infographics—to spark interest in the traditional arts of Banyumas.

- 2. Partnership with local artists:** Providing a space for artists to display their creations, connect with audiences, and earn revenue through digital initiatives.

Concrete Examples of Promotional Activities on Instagram and YouTube

PT Antronative leverages prominent platforms like Instagram and YouTube to



connect with its target audience. Their promotional strategy heavily emphasizes educational advertising, utilizing various engaging content formats:

1. **Short videos:** These videos showcase the history, techniques, and cultural significance of Banyumas' traditional art forms, such as the traditional dance *Gandaria*. These videos often feature interviews with artists, behind-the-scenes glimpses of performances, and demonstrations of traditional techniques.
2. **Infographics:** Displaying key information in a captivating and easily understandable visual style, like data on active artists or the financial influence of the traditional arts industry.

Integrating Digital and Traditional Marketing

PT Antronative seeks to build a sustainable art ecosystem by combining digital marketing with traditional methods. Their main efforts consist of:

1. **Educating the public:** Raising awareness about the intrinsic value and importance of Banyumas' traditional arts, emphasizing their role in shaping local identity and preserving cultural heritage.
2. **Involving local communities:** Encouraging active participation and fostering a sense of ownership and pride in their cultural heritage. This can involve organizing community workshops, cultural festivals, and opportunities for local residents to

learn and practice traditional art forms.

3. **Collaborating with artists:** Providing sustainable opportunities for artists to showcase their talents, connect with audiences, and generate income, enabling them to continue their artistic practices and pass on their knowledge to future generations.

Challenges, Contributing Factors, and the Role of the Internship

The success of PT Antronative's initiatives is also influenced by specific challenges and contributing factors. These may include:

1. **Limited resources and time:** Constraints in these areas can pose challenges in executing all planned activities and maximizing the reach and impact of their campaigns.
2. **The commitment of PT Antronative:** The dedication and passion of the company's team are crucial for driving the initiatives forward and maintaining a consistent focus on their mission.
3. **Enthusiasm and dedication of interns:** The contributions of interns, who bring fresh perspectives, skills, and energy to the program, are invaluable to the program.

The internship initiative at PT Antronative offers participants practical experience in digital marketing related to the promotion of traditional arts. Interns aid in content development, data analysis, and various



essential tasks that help preserve culture. Interns acquire valuable skills relevant to the professional realm while contributing to the company's success. To guarantee the long-term viability of this initiative, PT Antronative must establish collaborations with local authorities, educational bodies, and artistic communities. Through increased collaboration, initiatives to sustain and advance Banyumas traditional arts can continue to develop in the future.

D. CLOSING

CONCLUSION

PT Antronative is essential in safeguarding and promoting the traditional arts of Banyumas through social media to raise public awareness. This internship program provides the author with a practical chance to utilize their academic knowledge on real-world issues, acquiring valuable experience along the way. The program's success can be largely attributed to PT Antronative's dedicated commitment and the interns' diligent efforts and enthusiasm. Although the program has been successful, it encounters obstacles like limited time and resources, making it challenging to complete all intended activities. In spite of these obstacles, the internship offers significant experience and aids in the enduring preservation of Banyumas' cultural heritage.

SUGGESTION

To ensure this program continues to grow and last, it is important to collaborate with local governments, educational institutions, and the arts community. Regular evaluations should be conducted to assess how well the program engages

and involves the community, as well as identify areas for improvement. Seeking additional funding sources, such as sponsorships or grants, and expanding digital initiatives can also help increase the program's impact and reach. These steps will support the preservation and development of Banyumas' traditional arts, keeping them alive and recognized by future generations.

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