



## **IMPLEMENTATION OF DIGITAL INFORMATION SYSTEMS IN ANALYZING BRANDING STRATEGIES EFFECTIVENESS OF BANYUMAS TRADITIONAL PERFORMANCE ART BY PT ANTRONATIVE MEDIA SEMESTA**

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### **Abstract**

This study analyzes the use of digital information systems by PT Antronative Media Semesta in branding Banyumas traditional performance art. The study investigates the impacts that modern technologies such as real-time analytics, artificial intelligence (AI), and customer relationship management (CRM) systems have on audience engagement, operational productivity, and cultural preservation. Using a mixed-method approach, qualitative data from cultural practitioners and marketing professionals were combined with quantitative data from social media and website analytics. As noted from the analysis, digital platforms have led to audience engagement, optimal resource allocation, and improved stakeholder collaboration. Incorporation of AI-powered insights and data visualization tools enabled effortless campaign and branding culture-adaptive heritage authentic strategies. Also, ongoing system refinements made sure that the usability and cultural values of the systems strengthened the digital branding efforts to preserve culture. The study contributes to the greater discourse on the application of digital creativity with contemporary marketing strategies and traditional art heritage practices to foster the identity of Banyumas traditional performance art culture.

**Keywords :** *digital content, cultural preservation, information system, marketing analytics*

### **Abstrak**

Studi ini menganalisis penggunaan sistem informasi digital oleh PT Antronative Media Semesta dalam membranding seni pertunjukan tradisional Banyumas. Studi ini menyelidiki dampak teknologi modern seperti analitik waktu nyata, kecerdasan buatan (AI), dan sistem manajemen hubungan pelanggan (CRM) terhadap keterlibatan audiens, produktivitas operasional, dan pelestarian budaya. Menggunakan pendekatan campuran, data kualitatif dari praktisi budaya dan profesional pemasaran digabungkan dengan data kuantitatif dari analitik media sosial dan situs web. Seperti yang dicatat dari analisis, platform digital telah mengarah pada keterlibatan audiens, alokasi sumber daya yang optimal, dan kolaborasi pemangku kepentingan yang lebih baik. Inkorporasi wawasan bertenaga AI dan alat visualisasi data memungkinkan strategi kampanye dan branding yang adaptif terhadap budaya warisan yang otentik tanpa usaha. Selain itu, penyempurnaan sistem yang berkelanjutan memastikan bahwa kegunaan dan nilai-nilai budaya dari sistem tersebut memperkuat upaya branding digital untuk melestarikan budaya. Studi ini berkontribusi pada diskursus yang lebih luas tentang penerapan kreativitas digital dengan strategi pemasaran kontemporer dan praktik warisan seni tradisional untuk memperkuat identitas budaya seni pertunjukan tradisional Banyumas.

**Kata kunci :** konten digital, pelestarian budaya, sistem informasi, analisis pemasaran



## **A. INTRODUCTION**

The advancement of digital technologies changed the space of cultural branding, making it possible for the company to reach the audiences with precision and achieve operational efficiency. For companies like PT Antronative Media Semesta that seek to market traditional art performance from Banyumas region, the adoption of digital information systems is key to modern branding steps while still remaining true to the culture. This study looks at the adoption and use of such systems with a particular focus on branding effectiveness analyses and optimization. It is an attempt to understand how quickly processed data, advanced analytics, and collaborative tools are able to resolve the issues of preservation of culture and applying modern marketing techniques.

Branding a traditional performance art is unique as it seeks to position itself in such a way that captures a large audience while being sensitive to the culture. There is a strong need for branding in Banyumas art that is based on local heritage. Culture is deeply rooted in Banyumas so branding will be complex. Data driven decision making and collaboration are made easy through digital information systems which involves a melting pot of the cultural analysts, marketing experts, and the digital content producers. This study involves how these systems aid integration of cultural and technical frameworks to enable branding activities to achieve most goals yet not disrespect the artistry.

The study draws on several theoretical approaches, such as the Diffusion of Innovations theory, the

Sociotechnical Systems Theory, and Organizational Information Processing Theory. These approaches allow users to assess the design, implementation, and impact of digital systems from the perspective of cultural branding. Using a mixed-methods approach, the study analyzes data covering both quantitative measures such as audience engagement and operational activities, as well as qualitative comments from different stakeholders. This understanding is fundamental to comprehending the challenges and issues associated with using digital systems to promote the traditional performance art of Banyumas while balancing the needs of socio-cultural preservation and modern branding.

## **B. IMPLEMENTATION AND METHOD**

The integration of digital information systems for conducting branding strategies for Banyumas traditional performance art is done through a few steps. The first one would be data collection and analysis because it measures the effectiveness of the branding efforts. This step involves collecting audience engagement data through social media, conducting audience surveys, and measuring the impact of digital campaigns. Tools such as Google Analytics, social media, and even feedback from customers can help establish trends and measure the audience's reach.

Then comes the development of branding strategies that ensure effective promotion which is also very important. This step involves designing a website or creating an e-commerce store that sells Banyumas traditional art, using social media marketing, and creating engaging



video blogs or AR and VR content. Cultural organizations can increase their global reach by using WordPress, Shopify, and Meta Business Suite.

The next stage after completing the branding strategy is the integration of digital information systems. This step entails the use of CRM systems to track audience responses, Artificial Intelligence (Ai). and big data to develop marketing strategies, and automating branding using social media management software like Hootsuite and Buffer. These systems enable real-time audience understanding, predictive analysis, and strategic decision-making using data. AI systems automate audience interaction through the use of chatbots and social media management tools, while also personalizing content via AI-powered recommendation engines. Furthermore, CRM systems serve to track audience behavior which enables the creation of more impactful marketing efforts by deepening personalization and fostering appreciation for culture.

Finally, the optimization phase guarantees that branding efforts are consistently improved. The effort put into building the brand is evaluated using KPIs such as engagement rate, conversion rate, and traffic to the website. Marketers using digital analytics tools such as Hotjar or Google Ads tracking have an easier way of optimizing their strategies based on the analytics gathered. Also, branding initiatives along with their cultural authenticity can be improved using feedback from stakeholders, where marketers, artists, and consumers are included.

All these systematic steps allows digital information systems to support more efficient data driven and competitive branding for Banyumas traditional performance art. Use of

modern technologies ensures preservation of cultural heritage in contemporary society while maximizing marketing and audience interaction.

The effectiveness of branding of Banyumas Traditional Performance Art is sought to be understood through a quantitative approach, which collects data that can be studied through statistical methods. A primary example of this would be audience engagement metrics, which encompasses the total number of website visits, bounce rate, and social media activities (likes, shares, comments, and views on YouTube, Instagram, and TikTok). Also, watch time along with retention rate on different content pieces offers a glimpse of how interested the audience is in consuming materials related to Banyumas arts. The length of time a person watches the video increases, which suggests that the branding strategy is doing its job and the target audience pays enough attention to the video.

In addition, awareness about the brand along with the digital reach are crucial considerations of branding success. These can be established using Search Engine Optimization (SEO) strategies. Any increase in the keyword searches relevant to 'Banyumas arts' indicates that public is becoming proactive in finding more information. On the other hand, on social media, analysis of hashtags (#BanyumasArt, #WayangBanyumas for example) and geo-tagging can give an indication of how far the exposure of this traditional art has reached to the outside world.

Another important quantitative measure is the impact of branding on sales in terms of the conversion rate. To measure branding effectiveness, one can assess the sales generated through ticket purchases for performances, the increases in merchandise sales or donations made online, and the growing



count of sponsors and collaborations with partners for external activities. Marketing exposure through ads can also be measured in terms of clickthrough and conversion rate. These metrics tell how effective the ads are in achieving the desired actions of ticket purchases or other participations in cultural events.

By using multiple digital audience measurement tools such as website Google Analytics, social media Meta Business Suite, PT Antronative Media Semesta can measure and analyze the branding of Banyumas Traditional Performance Artfoot. It helps the company to increase effectiveness in branding efforts, which carves a niche in promoting traditional art on local and international platforms.

### **C. RESULTS AND DISCUSSION**

The analysis of the data collected before the strategies were implemented and after demonstrates how the introduction of digital systems has altered branding techniques for Banyumas traditional performance art. Metrics from the audience such as the number of social media engagements, visits to the website, and attendance at events all increased. This indicates that the outreach and effectiveness strategies are employing have improved. Moreover, the availability of digital systems allowed for holistic evaluation of the branding activities by integrating quantitative metrics with qualitative feedback from cultural practitioners and leaders.

One notable finding was how the use of real-time metrics changed the decision-making process for the brand. Having actionable insights on hand through advanced analytics improved the efficiency with which campaigns were planned and executed. Decisions were formed based on data analytics which means the marketing targets were

extended without causing any harm to the local culture. This establishes the fact that digital information systems are critical for improving collaboration between stakeholders as well as operational decision-making for culture branding activities.

In addition, the local communities were brought together through the use of cultural branding by utilizing digital platforms. Shared task boards and discussion forums helped elevate the presence of the cultural practitioners in the branding process by making sure that the elements of the tradition were accurately taken into account. Such strategies improved community participation and greater protection of the essence of branding.

An important highlight is how AI-powered social media outreach and content recommendations have successfully been integrated to widen the audience reach. Videos and photos on Youtube, Instagram and TikTok have also greatly assisted in the branding process as the level of engagement continues to increase with ad retention and dynamic content promotion. Moreover, automation via chatbots and CRM systems has enhanced audience interaction by providing up-to-date details on event and ticket sales, as well as digital exhibitions, thus enabling audiences worldwide to appreciate cultural performances more readily.

The digitization of traditional performances into sophisticated audio and visual productions has also improved branding efforts. The live streaming of cultural events combined with AR and unique narration techniques has the potential to capture the attention of youthful audiences toward Banyumas traditional arts. This method has integrated heritage with contemporary

digital viewing, and made sure that culture and tradition are maintained in today's entertainment practices.

Though the economic benefits are clear, online monetization strategies, such as online ticketing for digital performances and the e-commerce fusion, are generating revenue for performers and cultural organizations. This is useful not only in the preservation and promotion of Banyumas traditional performance art, but also motivates local performers to adopt digital transformation.

Meanwhile, notwithstanding these encouraging results, there are still some important remaining issues. Concerns with cultural authenticity combined with the digital literacy gap among traditional artists emerged as primary challenges. Certain cultural practitioners were reluctant to shift to the digital space due to the perception that modernization eschews traditional values. To resolve this issue, training and digital workshop sessions have been proposed to help artists and other culture stakeholders brand themselves online while remaining true to their body of work.

In addition, brand identity is best refreshed by changes and suggestions coming directly from the audience. Changes can be made based on real time reactions, questionnaire answers, and social media mentions. This means that the branding, marketing, and advertising strategies must be able to receive adjustments in order to be responsive.

Conclusions validate that digital systems, properly applied, are potent instruments of safeguarding and fostering culture. The integration of marketing analytics and collaborative platforms guarantees that Banyumas traditional performance art is relevant

and accessible in the swiftly changing digital environment.

## **D. CONCLUSION AND SUGGESTION**

### **A. CONCLUSION**

The application of digital information systems by PT Antronative Media Semesta has profoundly changed the branding approaches towards Banyumas traditional performance art. Quantitative data such as social media metrics and participation in events reveal audience engagement. These systems dramatically increase audience participation and preserve interest over prolonged periods. Real-time data processing and visualization tools available for the platforms enabled the modification of campaigns while ensuring the cultural values were retained. These findings confirm how modern digital platforms help integrate contemporary branding practices without compromising traditional art forms.

The integration of centralized databases with collaborative tools resulted in marked improvements to operational efficiency and stakeholder cooperation. The metrics showed quicker completion of tasks, as well as more precise resource allocation, thereby reflecting improved workflows. Stakeholder qualitative feedback confirmed these benefits with increased openness to more inclusive data led decision making. Development was conducted in stages so that the steps taken in increasing usability were aligned with the organization's goals, which greatly promoted widespread acceptance and adoption of the changes. These outcomes illustrate the systems' ability to achieve a balance between the econometric and the ethnographic.



The issue of balancing the dual objectives of cultural preservation and adaptation using digital tools. The fears regarding the potential commercialization of traditional elements of focus groups were allayed through iterative refinements. The preservation of cultural nuance when branding was accomplished through the embedding of metadata standards alongside the high-resolution audiovisual content. Testing at cultural events gave valuable information that allowed for branding changes to be made in accordance with the target audience's cultural and value system. This research highlights the significance of feedback loops, as well as working closely with stakeholders when striving for branding effectiveness in culturally sensitive contexts.

### **B. SUGGESTION**

The marketing of Banyumas traditional performance art can be improved if the following strategies were implemented. Firstly, organizations should embrace new digital possibilities, like the use of AI for curating unique content and blockchain technology for managing digital copyrights. This will maximize audience participation, while safeguarding the authenticity and cultural value of the material.

Secondly, cultural marketers and practitioners should always be involved in training and capacity development programs. Most of the traditional performers are not aware of digital instruments, and therefore, providing them with adequate training will enable them to branding activities. The gap between traditional art and modern digital marketing can be filled through workshops, online classes, and joint activities of the performers and marketers.

Additionally, forming and developing relations with domestic and foreign cultural institutions, tourism business, and digital media helps market the Banyumas traditional art more. Such activities as cross-marketing campaigns, joint production of promotional materials, and joint cultural activities will appeal to wider audiences and increase international exposure.

Furthermore, devising a systematic approach to feedback that encompasses both the audience and relevant stakeholders is important for further refinement. Continuous feedback solutions allow companies to align their branding efforts with user expectations while maintaining cultural relevance. Continuous branding monitoring and performance analytics should be carried out using specialized tools that inform branding strategies in real-time.

The last point of the research is to analyze how digital branding affects culture sustainability over time. The focus on the retention of the audience, methods of monetization, and progressive patterns of digital consumption will offer some effective recommendations for branding. With the application of a data-centered, holistic, and flexible approach, greater prominence and long-lasting admiration of Banyumas traditional performance art will be possible in the world of modern digital civilization.

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The outcome of this research is aimed at continuing efforts to market and sustain Banyumas traditional performance art in this digital era.

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