



DIGITALIZATION OF ADVERTISING STRATEGIES IN SUPPORTING BANYUMAS TRADITIONAL ARTS: INTERNSHIP AT PT ANTRONATIVE MEDIA SEMESTA

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Abstract

The digitalization of advertisement has changed the nature of marketing for traditional arts; it has linked cultural heritage with the most modern marketing strategies. The article talks about the various roles of digital advertising in promoting traditional performing arts in Banyumas-thus with reference to internship experience from PT Antronative Media Semesta. The media house leverages digital storytelling, engaged audiences via social media, audience segmentation, and affiliate marketing, which enhance awareness of local culture and appreciation of the same. The experience during the internship was all about the application of content creation, financial planning, and managing digital campaigns, and how digital information systems can also enhance the efficiency of a business in promoting the culture. This generate a finding displaying the role of digital platforms in reaching larger audiences and establishing sustainability for traditional arts. This study concludes by examining the incorporation of digitization within advertisement strategy development and how this has influenced businesses and cultural development.

Keywords: Digitalization, Advertising Strategies, Traditional Arts, Marketing, Cultural Promotion.

A. INTRODUCTION

Digitalization has repeatedly changed how businesses and cultural institutions advertise their products and services. In the context of traditional arts, digital marketing strategies offer ways of engaging a sound audience and preserving cultural heritage. Banyumas traditional performing arts, boasting an interesting history and value in the performing arts, suffers from modern entertainment's overshadowing contemporary recognition. Therefore,

production and marketing of these performances, along with the aid of PT Antronative Media Ssms, have combined with digital marketing ideas.

The article is built based on the experiences gained during an internship in PT Antronative Media Semesta and provides an analysis of digital advertising in supporting Banyumas traditional performing arts. The company uses a combination of various digital marketing strategies that include storytelling, social

media engagement, audience segmentation, and affiliate marketing to engage and spread awareness and foster appreciation of local cultures. During the internship, first-hand experience in establishing content, financial planning, and managing digital promotion campaigns was encountered to demonstrate how digital information systems are applied in business.

This study analyzes the effectiveness of digital advertising strategies in enriching, promoting, and preserving cultural heritage along with the workings of business objectives. The findings highlight the transformation within digitalization of reaching broader audiences that also leads to the improvement of financial sustainability, and modernization of cultural promotion. With the continual digital transformation of every sector, the findings underscore the importance of integrating technology into advertising strategies such that traditional arts may achieve longevity in future recognition globally.

B. IMPLEMENTATION AND METHODS

Implementation of Student Internship

This internship program runs at PT Antronative Media Semesta for the use of digital advertising strategies to promote banyumasan traditional performing art. The company integrates storytelling and social media engagement, audience segmentation, and financial planning to make traditional arts more visible today in the virtual marketplace. Here's what happened during the internship stage to put strategies in place:

1. **Content Creation and Storytelling:** Interns narrate digital content focusing on the cultural value of banyumasan traditional arts. Promotional materials were created in English and Japanese to appeal to both an international and a local audience.
2. **Social Media Marketing:** The introduction of digital advertising through platforms like Instagram, Facebook, and YouTube for PT Antronative. The interns assisted in campaign management during the process of content planning, executing, and audience interaction.
3. **Research Audience and Audience Segmentation:** It was with a survey and data analysis that the audience demographic and preferences were gathered so the company might be able to promote their advertising strategy for wider reach and impact.
4. **Financial Management and Budgeting:** Interns played a role in the preparation of Rencana Anggaran Biaya (RAB), ensuring budget allocation optimization in production, logistics, and marketing areas.

Methods Used

In order to really put the digital advertising strategies into effect, the following methods were employed:

1. **Digital Marketing Techniques:** The development of the student's internship included social media analytics, targeted advertising, and search engine optimization techniques to improve content visibility and audience engagement. Available instruments, such as Meta Business Suite and Google Analytics, were used to measure campaign performance.

2. Storytelling A Promotion Tool: That is how a narrative-based approach was taken in advertising content so there could take place an emotional connection with audiences, making traditional arts that much more attractive and relatable.
3. Financial Management and Budgeting – They use accounting concepts to make a structured budget for traditional performances, consider easements for cost efficiency

that ensure financially sustainable projects.

Through these implementations and methods, the internship provided valuable insights into how digitalization enhances advertising strategies in the cultural industry. The experience demonstrated how traditional arts can be modernized and promoted effectively through digital platforms while maintaining their cultural authenticity and financial sustainability.

the internship on designing advert campaigns, hashtag optimization, and analyzing users' engagement so as to help boost content visibility.

C. RESULTS AND DISCUSSION

1. Implementation of Digitalization Strategies in Advertising

The intern at PT Antronative Media Semesta handled the digitalization of advertising strategies to support the promotion of Banyumas traditional arts. The strategies incorporated content development, audience segmentation, and digital marketing approaches. This was focused on the raising of awareness and engagement of the audience toward traditional performances while adapting to modern digital trends.

a. Creation and Storytelling

Agreement of storytelling through digital media was one of the key strategies. The interns helped to develop story-based content in English and Japanese for an international perspective. Storytelling lends itself well to helping voice the cultural context of Banyumas traditional performing arts and provide connections that evoke audience emotions.

b. Digital Marketing and Social Media Utilization

The company used social media to circulate content to a larger audience without exception. Interns worked during

c. Audience Segmentation and Market Analysis

In a bid to target their audiences better, PT Antronative carried out digital surveys in collecting small info about their audience--specifically their preferences. The data have been helpful in customizing the company's marketing approach-since it gave markets a clearer and more direct way of addressing audiences according to their interests.

d. Partnership and Affiliate Program

An affiliate program was established to link-up influencers, arts communities, and travel agencies. The interns were involved in managing the affiliate relationship and measuring the effect of that on participation in the event and online visibility.

2. Result of the Strategy Implementation

Some target achievements characterized the outcome of implementing digital advertising strategies:

- 1) Online Engagement: The analysis indicated an increase in followers

and engagement with posts and videos.

- 2) **Broader Reach Audience:** The use of multilingual content amplified the international audience base, which showed that foreigners engaged by viewing the content.
- 3) **Public Awareness:** Surveys pointed to a better recognition of and interest in Banyumas traditional arts.

3. Factors Support and Inhibition

a. Supporting Factors

- 1) The presence of digital platforms helped hit the huge audience.
- 2) Collaboration between PT Antronative and cultural institutions supported the market for the content.
- 3) Interns contributed content in market analysis that added to the effectiveness of the campaign.

b. Inhibiting Factors

- 1) The budget constraints limited the amount spent on producing quality promotional materials.
- 2) Competition presented by modern entertainment distracts the audience from the traditional arts.
- 3) Public perception about the cultural properties of the traditional performances created hurdles for reaching out.

4. Monitoring and Future Improvements

The digital strategies proved rewarding; however, it would create a better future with improvements such as:

- 1) Being multilingual would ensure more diverse global outreach.

- 2) Invest more in high-quality video to increase engagement.

- 3) Enhance partnerships with tourism agencies and educational institutions for cultural appreciation.

By addressing these areas, PT Antronative Media Semesta can strengthen its role in digital cultural promotion and ensure the sustainability of Banyumas traditional arts in the modern era.

D. CLOSING

In conclusion for my internship, I am grateful to PT Antronative Media Semesta for the opportunity to work in an organization that cherishes culture and digital innovation. This experience has awoken in me an even brighter passion towards marketing and cultural promotion, imparting me with skills I would employ in my subsequent career. I hope to use the knowledge I gained and contribute toward the digital marketing strategies growth of cultural industries.

CONCLUSION

This internship has offered some useful insights into how digital marketing strategies have helped promote traditional arts of Banyumas, with the use of digital tools for marketing, including social media engagement, audience segmentation, and storytelling techniques, achieving a successful rise in public interest and awareness of traditional performances. Throughout the internship, the interns actively partook in creating and implementing digital campaigns, drawing a thin line between traditional art forms and contemporary digital platforms.

Summarizing the learning here, it can be stated how digitalization may contribute

to preserving and expansion of cultural heritage. Social platforms like Instagram, YouTube, and TikTok have helped PT Antronative pull local and international audiences with target audience content. Data-driven marketing strategies coming with audience research and affiliate programs have also improved the effectiveness of promoting efforts.

In spite of the success these techniques had attracted, challenges have to be faced. In terms of budget restrictions, rivalry from mainstream entertainment, and the necessity of continuous audience education, the challenges posed to the promotion of traditional arts are well known. It is time for innovation, strong partnerships, and a will to invest in a strategic manner in digital resources to respond..

RECOMMEDATION

Enhancing the effectiveness of digital marketing and their internship program at PT Antronative Media Semesta is advised by focusing carefully on digital content production from an investment platform in high-quality multimedia materials: short video formats, live performance footage, as well as interactive campaigns. They need to strengthen their social presence through the use of data analytics to find the most optimal content distribution possible, launching their campaigns into the global arena. Improving collaborations with cultural entities by partnering with universities, art communities, and tourism agencies would be beneficial in incorporating the traditional arts into educational and promotional programs. Revamping their internship training modules to introduce some degree of rigor through structured workshops on digital marketing tools, content creation, and audience analytics will train our interns with practical skills. Content creation at multiple levels of language needs to be planned, providing them with a focus on international audiences to expand the

horizon of cultural awareness. Finally, pursuing other sources of funding, such as grants, sponsorship, and crowdfunding, may provide these age-old art forms that exist digitally with a way to market their very existence. Implementation of these recommendations will forward PT Antronative Media Semesta towards its mission of modernizing the promotion of Banyumas traditional arts with a long-term sustainability strategy. Further development of the internship program will give prospective participants invaluable practical experience in digital marketing work that will better equip them for careers in the creative and cultural industries.

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