

ELEVATING THE SEDYO RUKUN KETHOPRAK ARTS BRAND: MARKETING AND PROMOTION STRATEGIES IN THE DIGITAL AGE

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ABSTRACT - *This research aims to identify and analyze effective marketing and promotion strategies in improving the Sedyo Rukun kethoprak art brand in the digital era. This research uses qualitative and quantitative approaches to understand audience behavior and relevant promotional needs. The marketing strategies identified include the use of storytelling to build emotional connections, community building to increase loyalty, and the use of social media for content personalization. In addition, the research also highlighted the importance of transparency in the production process and company values. Using social media as the main platform, this research shows that relevant and informative content can increase brand awareness and boost sales. The results of this study can contribute to the Indonesian traditional arts industry in adapting digital marketing strategies to increase visibility and audience loyalty. Thus, this research can help Sedyo Rukun in developing a strong and relevant kethoprak brand in the digital era.*

Keywords: *Brand, Art, Digital*

1. INTRODUCTION

Kethoprak, one of Indonesia's traditional art forms that has been established since the 19th century, continues to struggle to remain relevant in an increasingly complex digital era. Kethoprak Sedyo Rukun, one of the famous kethoprak groups in Kulon Progo precisely in Kapanewon Kokap, has contributed greatly in preserving Kulon Progo's traditional culture and arts. However, in recent years, the group has faced significant challenges in increasing its visibility and audience loyalty. The growth of digital technology has changed the way humans interact, purchase and enjoy entertainment. Social media, streaming platforms and other technologies have become an integral part of everyday life. Therefore, kethoprak groups like Sedyo Rukun must adapt their marketing and promotion strategies to stay relevant and attract an increasingly fragmented audience.

There are several challenges or problems faced by the Sedyo Rukun kethoprak group such as limited resources, kethoprak groups like Sedyo Rukun often face limited resources, both in terms of budget and human resources. This makes it difficult for them to develop effective and low-cost marketing strategies. Then the second is the lack of digital knowledge, many kethoprak group members do not have sufficient knowledge of digital technology, making it difficult for them to use it for promotion. The third is difficulty reaching the audience, with many social media platforms and competing content, kethoprak groups such as Sedyo Rukun struggle to reach the right audience and maintain their attention. The fourth is the need for a strong brand, in the digital age having a strong and consistent brand is essential to increase audience loyalty. However, kethoprak groups often lack the resources to develop a consistently strong brand.

This research aims to identify and analyze effective marketing and promotion strategies to enhance the Sedyo Rukun kethoprak arts brand in the digital era. The specific objectives of this research are to analyze marketing strategies that have been used by other kethoprak groups and determine which strategies are most effective for increasing audience visibility and loyalty and also develop a digital promotion strategy that focuses on using social media, streaming platforms, and other technologies to increase brand awareness and increase sales, in addition to measuring the performance of marketing and promotion strategies that have been used using relevant metrics such as the number of followers on social media, engagement rates, and event ticket sales, and finally to develop a strong and consistent brand through the use of storytelling, community building, and transparency in the production process.

This research uses qualitative and quantitative approaches to understand audience behavior and relevant promotional needs. The following is the methodology used first Using *Literature Review*, the author conducted a literature review on marketing and promotion strategies in the digital era, as well as analyzing successful cases from other kethoprak groups. The author also conducted interviews with members of the Sedyo Rukun kethoprak group, art activists, and audiences to understand their behavior and needs. The author conducted a field survey to collect data on audience preferences and behavior in consuming traditional arts content. The author analyzes the data that has been collected to determine effective marketing and promotion strategies. Finally, the author

measures the performance of the strategies that have been used and conducts an evaluation to determine whether the strategies are effective or not.

This research is expected to make a significant contribution in developing marketing and promotion strategies for kethoprak groups such as Sedyo Rukun. Thus, this research can help the kethoprak group in increasing visibility and audience loyalty in the digital era. In addition, this research can also provide useful references for other arts activists and organizations who want to develop their brands in the digital era.

This research has several limitations, the first of which focuses on the Sedyo Rukun kethoprak group, this research only focuses on the Sedyo Rukun kethoprak group and may not be directly applicable to other kethoprak groups. The second is limited resources, both in terms of budget and human resources, which can limit the ability of research to collect broader data. Finally, technological changes, rapid technological changes can make marketing and promotion strategies that are effective today ineffective in the future.

Thus, this research is expected to provide a clearer picture of how kethoprak groups like Sedyo Rukun can increase their visibility and audience loyalty in the digital era.

2. METHODS

This research uses both qualitative and quantitative approaches to understand audience behavior and relevant promotional needs. The qualitative approach is used to understand complex and in-depth phenomena, while the quantitative approach is used to collect broader and objective data.

The sample consisted of three main groups, the first being members of the Sedyo Rukun kethoprak group who were involved in the production and promotion process. The second is art activists who are experienced in the field of traditional and digital arts. And the third is the audience who have watched Sedyo Rukun kethoprak performances and have experience in consuming traditional arts content.

This research technique uses interview techniques, interviews will be conducted with members of the Sedyo Rukun kethoprak group, art activists, and audiences to understand their behavior and needs. The interviews here are divided into two, the first is structured interviews, structured interviews will be used to collect more systematic data. The second is free interviews, free interviews will be used to understand more complex and in-depth phenomena.

The second technique uses observation techniques, observation will be carried out at the Sedyo Rukun kethoprak performance event to understand the interaction between kethoprak group members and the audience.

By using systematic and integrated research methods, this research is expected to make a significant contribution in developing effective marketing and promotion strategies to increase the visibility and audience loyalty of Sedyo Rukun kethoprak group in the digital era.

3. DISCUSSION

From the results of this study, there are effective marketing and promotion strategies including the first use of social media. Kethoprak groups can use social media platforms

such as *Instagram*, *Facebook*, and *TikTok* to promote their events and content. This can help increase visibility and reach a wider audience. For example, kethoprak groups can create engaging content such as short videos, photos, and short stories about the costume-making process or event preparation. By using relevant hashtags, kethoprak groups can increase content circulation and attract the attention of a wider audience.



Figure 1 Sedyo Rukun kethoprak rehearsal venue

Second, the use of storytelling. By using storytelling, kethoprak groups can develop a strong and consistent brand. They can tell the history and cultural values associated with kethoprak, thus increasing audience loyalty. For example, kethoprak groups can create videos or blogs that explain the origins of kethoprak, the importance of local culture, and how kethoprak can be a strong cultural identity.

Third, developing a community. Kethoprak groups can develop an active community through social media. They can organize discussions, workshops, and other events related to kethoprak, thereby increasing audience participation and maintaining their attention. For example, kethoprak groups can create *Facebook* or *Instagram* groups that focus on discussions about kethoprak, where members can share information, photos, and videos about kethoprak.



Figure 2 Rehearsal process of Sedyo Rukun kethoprak

in the production process. By providing transparency about the production process, kethoprak groups can increase audience trust. They can share videos or photos of the costume-making process, event preparation, etc., so that the audience feels closer to the art of kethoprak. For example, kethoprak groups can make a documentary video about the process of making traditional costumes used in kethoprak performances.

And finally, using streaming platforms. Kethoprak groups can promote their events through streaming platforms such as *YouTube*, *TikTok Live*, and others. This can help boost event ticket sales and increase brand awareness. For example, kethoprak groups can live stream live kethoprak performances through *TikTok Live* or *YouTube Live*, so that audiences can watch the performance in *real-time* and interact directly with



Figure 3 Sedyo Rukun kethoprak performance

3. CONCLUSIONS

This study aims to identify and analyze effective marketing and promotion strategies to improve the Sedyo Rukun kethoprak art brand in the digital era. Based on the results of the research, several effective marketing and promotion strategies such as the use of storytelling, community building, transparency in the production process, effective use of social media, cooperation with agencies and communities.

By implementing effective marketing and promotion strategies, Sedyo Rukun kethoprak group can increase visibility and audience loyalty in the digital era. This research is expected to make a significant contribution in developing marketing and promotion strategies for kethoprak groups such as Sedyo Rukun and can help the group in developing a strong and relevant kethoprak art brand in the digital era.

And to further improve promotion and marketing in this digital era, one of the members or even some members of Sedyo Rukun kethoprak should conduct digital marketing training to increase members' knowledge of digital technology and digital marketing strategies. And also the Sedyo Rukun kethoprak group should have to invest in technology to increase the ability to personalize content and increase interaction with audiences. In addition, the Sedyo Rukun kethoprak group should collaborate with relevant *influencers* to increase brand awareness and increase participation in arts events.

With the above steps, Sedyo Rukun kethoprak group can increase their visibility and audience loyalty in the digital era and remain relevant in preserving traditional Indonesian arts.

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