

Promotional Innovation of Giriloyo Batik Through Digital Storytelling

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Abstract

This study aims to explore using the Giriloyo Batik promotion model by using the storytelling method in digital media. So far, Batik marketing has been carried out by direct selling, so that during the Covid-19 pandemic, batik sales fell very significantly. The basic assumption of this research is that narrative selling has persuasive power. The method used in this research is the exploratory method. The materials explored are various stories, myths, and local wisdom of the Giriloyo community. This local wisdom is then transformed into a narrative associated with Batik for marketing purposes. The results showed that (a) The audience who watched the promotional video was interested in the storyline which contained Batik's connection with the legend of Giriloyo; (b) the audience is interested in the philosophical story of batik motifs; (c) Audience is interested in visiting Giriloyo.

Keywords: Storytelling, Promotion, Batik Giriloyo



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INTRODUCTION

Giriloyo is a priority tourism area in Bantul Regency. The main object that attracts tourists is the tomb of the kings of Mataram. Compared to the tombs of kings in other regions, the tomb of Giriloyo has more charisma as a historic relic. As a relic of the Mataram Kingdom, the location of Giriloyo's tomb consists of two areas, the Surakarta Sunanate and the Yogyakarta Sultanate. This is in accordance with the results of the Giyanti agreement, which divided the Mataram area into two regions.

One of the effects of the existence of the Giriloyo Tomb is the emergence of a Batik craft area around the tomb. This Wukirsari Village area was originally the residence of the courtiers who were tasked with caring for the tomb. Starting from just filling time, this batik activity has become the center of the batik industry in Yogyakarta.

Before the Covid-19 pandemic, Batik Giriloyo became a tourist destination with a high level of visits, both foreign and local tourists. Marketing of batik products has become elevated because of it. But after the pandemic, batik marketing almost stopped. No one can confirm the model of tourist visits and product marketing after the pandemic. From the tourist market evaluation conducted by the Bantul Regency Tourism Office, it was found that foreign tourist visits were not so significant compared to local tourists. Meanwhile, the preferred products are also different between local and foreign tourists, so a better targeting marketing strategy is needed (Bantul Regency Tourism Office, 2019).

In interviews with foreign tourists, it was also known that the Imogiri Tomb is their favorite tourist destination, especially tourists from Europe. No activity can be done at the tomb other than listening to stories from tour guides. But the history of the tomb is interesting for tourists. Because the tomb's location is close to the center of the Giriloyo batik industry, tourists are then taken to visit Giriloyo to see the batik process. Here tourists usually buy batik tour packages.

Marketing carried out by batik artisans so far has relied on tourist visits. At the same time, online marketing is not done intensively even though it already has a website and a business WhatsApp

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application. Marketing online has not developed, possibly due to the technological gap between batik artisans and elderly community managers. The age that can no longer adapt to digital information technology.

In addition to developing promotional innovations through storytelling marketing through digital media, this research also initiates the involvement of the younger generation to be directly involved in the batik business in Giriloyo. From observations at the location, it is known that the potential of the young generation is quite a lot. On average they are studying and working in other sectors. Meanwhile, when they were interviewed about the area, they were generally able to tell the history of Giriloyo as well as point out the sites that strengthened the Giriloyo legend. This potential can be used to preserve the tradition of Batik in Giriloyo as well as to increase promotion through digital media.

LITERATURE REVIEW

In the study of Communication Studies, the power of storytelling can be traced to when CBS radio in the United States broadcasts a Kaleidoscope entitled *The Invasion from Mars*. This broadcast was able to make listeners panic. This phenomenon shows that storytelling has the power to influence. This view is in accordance with the perspective of the Narrative paradigm.

The Narrative Paradigm is based on the basic assumption that (1) Humans are Storytellers; (2) The paradigmatic mode of decision making and human communication is good reasons; (3) the production and practice of good reasons is regulated by historical and cultural instruments; (4) Rationality is determined by human nature as narrative creatures; and (5) The world we know is a series of stories that we perceive and choose to live our lives.

In Fisher's perspective, the narrative is more than just a story, it includes a verbal description. Fisher pointed out that all communication is narrative (story). He argues that narrative does not refer to a particular genre but is a social influence.

The standard for judging which stories to believe and which to ignore (narrative rationality) is established through a method for judging which stories we believe and which we don't pay attention to. Fisher stated that not all stories are the same or not all stories have the same power to be believed. Fisher identified two principles in narrative rationality, namely coherence and fidelity.

Coherence is the internal consistency of a narrative. The principle of narrative rationality that judges the internal consistency of a story. The principle of coherence is an important standard in assessing the rationality of narratives, which will ultimately determine whether one accepts a particular narrative or rejects it. Coherence is often measured by the organizational and structural elements of a narrative.

According to Todorov, a narrative has three levels starting from a state of balance that is then disturbed by the presence of evil forces. The narrative ends by efforts to stop the disturbance so that balance (equilibrium) is created again. Of course, it is through the intervention of the product to be sold. There is no question that the narrative still makes new problems. The plot is marked by the climax or climax of dramatic action in the narrative pace.

Tzvetan Todorov says that all stories begin with an "unbalance" where several potential contradictions are trying to be "balanced" at a time. The theory may sound like a cliché that stories have a beginning, a middle and an end. But balance marks a state in a way.

Storytelling is a communication medium in the form of a story or narrative, which uses various elements. Storytelling in marketing takes the form of a narrative [1]. Storytelling is used to connect the identity or philosophy of the company, in making products and describing production activities[2].

Honesty, authenticity, credibility are also critical elements of storytelling and a good brand story will be more effectively used when paying attention to moral or ethical issues around it.

Storytelling is more trusted than rational arguments, statistical data, and facts. Stories that raise a topic are more easily absorbed by the community than invitations/advertisements presented directly, because stories usually include arguments in a format that is easily understood by the public. The most powerful stories are individual stories in any form, whether written, visual or verbal. Even though the story is in the form of failure, it will still be a good story when the story is positioned to focus on the learning experiences that can be learned [3].

Stories and storytelling are two aspects of competence that are important in conducting business communication. Storytelling makes the relationship between organizations and consumers closer. Stories are one of the most effective ways to encourage individuals to decide because they can unite the ideas and emotions that arise in the listener or reader [4].

Stories and storytelling can provide a more personal approach, both as a reminder and encouragement to generate energy and emotion. In the perspective of business and social innovation closely related to individual relationships and interactions, storytelling plays a central role. Generating ideas and emotions is one thing, but stories can help put each experience into a single memory. Like ideas and emotions, memory can drive individuals to make decisions. From a decision-making perspective, the story acts as a touchpoint. This will increase the level of familiarity with an organization [5].

Stories help organizations build and maintain a sense of community with followers by connecting the past, present, and future through a visual process that can describe and share beliefs about something that happened.

One of the strengths of social media compared to other conventional media is the data on the use of social media that we have and can be used by users to make a strategy and develop their communication and marketing strategies. Data on social media can be used to determine the impact or response to what is conveyed to users through social media [6].

RESEARCH METHOD

This research uses an experimental method, in which storytelling material is extracted from myths, legends, and beliefs of local communities, which become a kind of local wisdom. The stories, myths and legends are then packaged in storytelling by being linked to local batik handicraft products. Gathering information about the myths and legends, and beliefs are opinion leaders and ordinary community members. The selection of these resource persons is considered to have different story characteristics. This is intended to draw each perspective in interpreting myths, legends and beliefs. Each story is considered to represent an era in each generation, and both can be used for storytelling-based marketing purposes.

FINDINGS AND DISCUSSION

Batik is widely available in Indonesian markets. Batik, as a traditional product, had distinct qualities from clothing in general. Due of high market demand, Batik was mass-produced. As a result, it was seen as a forgery of apparel. As a result, the value of Batik has fallen. Initially, Batik was the cultured product, but pragmatism changed purchasing behavior. Cultural value is no longer a purchase consideration factor. Consumers are more concerned with pricing than with cultural value. Low pricing are more appealing to customers. It influenced Batik makers to simplify the process and make it a mass product.

The massification of Batik has influenced how people value Batik artisans. Giriloyo's artisans were unable to avoid it. The complicated method of producing a piece of Batik cloth appears to be invaluable to the people. It appeared after the consumer bid on Batik. They tended to leave once they learned the price of Giriloyo Batik, which ranges between \$50 and \$100. A piece of Batik (printing) costs around \$10 in the traditional market. Consumers did not believe that Giriloyo Batik was manufactured in a precise method and had a philosophical history. It had a different worth

One of the ways to promote Batik today that most can hope to reach the target is through social media. Media To invite the audience to see the film is to make it viral. This is done by making a teaser of the film. The teaser is made with a duration of 15 seconds and 30 seconds to match the placement media. For on youtube, the ad can be placed on a youtube ad that fits the category of the film about the storytelling of Giriloyo batik. So, everyone who is looking for a batik-themed video, the ad will come out. In addition, this advertisement can also be included in various social media. Media scheduling or Media Strategic Planer is a marketing technique to narrow marketing targets' object and optimize costs and ideal marketing strategies. Good media scheduling will support the delivery of messages to the audience effectively and competently. In this design, the teaser is shown on several social media such as youtube ads, Facebook, and Instagram ads that follow the schedule of national holidays and long holidays.

The results of users testing conducted by researchers are as follows:

- a. After the promotional video was shown to several target audiences, most of them understood the path and storyline of the film, starting from the screening of the first and second videos, which were related to each other.
- b. The first impression after seeing the video is that they are amazed by the philosophy of a batik motif because most of them do not know about the history and philosophy contained in classical batik motifs.
- c. When asked if they were interested in visiting the Giriloyo classic batik center, the answer was that all of them were interested in going there because they like Batik.
- d. There are several criticisms for the film where the rest is in terms of editing, namely from the problem of scoring. The monologue voice of the main character sometimes coincides with the sound of the background music so that sometimes some monologue words are not very clear.

CONCLUSION

That promotion, especially in audio-visual with a storytelling approach, is exciting and practical to increase public interest in loving classical Batik. Aside from promoting Giriloyo's Batik, it also gives the public an excellent image that there is a noble philosophical meaning from a classic batik motif. Each for designing a promotional video with the theme of cultural philosophy with a storytelling approach as a promotion of Giriloyo batik, which is obtained through the user testing process, it still has shortcomings that can later be developed in terms of design and content.

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