



## The Promotion Strategy For Artworks By Artist A.C. Andre Tanama's

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### **ABSTRACT**

A.C. Andre Tanama is an artist and lecturer at the Indonesian Institute of the Arts in Yogyakarta. He has had several solo exhibitions and his work has captivated many people. One of them was the artwork of A.C. Andre Tanama, which at that time was exhibited at the R.J. Katamsi Gallery and managed to captivate Dr. Oei Hong Djien was collected by the collector from Magelang, Central Java. Since the beginning of his career as an artist, he has published and promoted works using publication media such as website, Instagram, and Facebook, and also through his relationships with other artists and art collectors. In addition to using online media, he has a unique way of publishing and promoting his work through books and catalogs of his works. Throughout his career as an artist, Andre has three distinctive characters who fill his works: *Wayang Monyong*, *Gwen Silent*, and *Agathos*. Through these three distinctive characters, the artist tries to represent what the artist feels and experiences. Where several messages/signs in those artworks can be felt or captured by the audience. The focus of this research is to find out what are important things related to the promotion of the works of the artist A.C. Andre Tanama. Data collection techniques in this study were carried out by observation, interviews, and documentation methods. The results of this study are expected to be able to contribute as a reference to find out what are important things related to the promotion of works of art in the style of A.C. Andre Tanama.

**Keywords:** Promotion, Publication, Market, Fine Arts, A.C. Andre Tanama

### **INTRODUCTION**

A.C. Andre Tanama is an artist and lecturer at the Indonesian Institute of the Arts in Yogyakarta. He has had several solo exhibitions and his work has captivated many people. One of them was the work of A.C. Andre Tanama, which at that time was exhibited at the R.J. Katamsi Gallery and managed to captivate Dr. Oei Hong Djien was collected by the collector from Magelang, Central Java. A.C. Andre Tanama is an artist who works in the world of fine arts, painting, sculpture, and graphics. However, he has a primary focus on working in the field of graphic arts. He has three distinctive characters who fill most of his works, namely *Wayang Monyong*, *Gwen Silent*, and *Agathos*. He uses relationships to expand the promotion of his artworks. Moreover, he is pretty active in participating in exhibition activities in his artistic history, be it solo exhibitions or joint exhibi-

tions. He uses social media to publish, promote and archive his artworks. However, for him, social media is not the main focus of promoting his artworks. He has a unique way of branding his artworks by creating exhibition catalogs like a novel.

This study focuses on revealing what important things related to the promotion of the artworks of artists A.C. Andre Tanama. In this study, there are several literature reviews in the form of other studies that are closely related to the promotion. The first is a study by Samiyati, S.Sos on the digital library of ISI Yogyakarta entitled "Art Library Promotion Strategy", which examines how to promote an art library by utilizing offline and online media. It also discusses issues that need to be considered when branding a library. Technically, this research is in line with the research conducted by the author, which is also conveyed that in addition to these media, everyone is

also an advertiser.

However, this research focuses more on the promotion of an art library.

Yus Rizal Muhammad and Abdul Rachman's research in the *Musikolastika Journal*, Vol.2 No.1, 2020, entitled "Social Media as a Means of Promotion of Musical Works in the Industrial Era 4.0 (Case Study on the Sendau Gurau Band in Semarang)", examines how to promote a piece of music through online social media that is easily accessible by many people. This research is in line with research conducted by the author, where social media is also used as a place to promote artworks.

Teddy K. Wirakusumah's research at ResearchGate entitled "Promotion of Artists on Social Media", examines how to use social media as a promotional tool for artists. The common thread of this research is that there are two most effective ways of promotion, namely through direct marketing (including uploading works and building galleries in cyberspace) and through public relations and publicity (including uploading work activities and participating artists in exhibition events). This research is in line with the research conducted by the author, where apart from social media, public relations and artists are also important aspects of promotional activities.

The thesis research of the Library Science student of UIN Syarif Hidayatullah, Fitria Widiastuti entitled "The Role of Social Media as a Museum Promotion Strategy Tool in Increasing the Number of Visitors at the Basoeeki Abdullah Museum" examines the role of social media as a means of museum promotion strategies in increasing the number of visitors. This research is in line with the research conducted by the author, but the object of this research is to focus on the promotion of the museum.

There are several theoretical foundations that are closely related to this research, namely as follows:

### 1. Fine Arts

Pure art specializes in the process of creating works of art based on the goal of fulfilling the needs and inner satisfaction of the creator. This pure art was created based on creativity and very personal expression. However, in certain cases, pure artworks can function as a display in a room or as a collection so that they can be traded. Fine art can be divided into three types, namely painting, graphic art, and sculpture.

#### a. Painting

It can be interpreted as an expression of one's aesthetic experience as outlined in a two-dimensional (two-dimensional) field by processing visual elements, namely line, color, texture, shape, etc. In general, this painting is made on canvas.

#### b. Graphic Arts

It is a two-dimensional work of art produced through a printing process based on four printing principles, namely high print, deep printing, flat printing, and screen printing. The medium used in graphic arts consists of various materials, such as wood, metal, stone, and other materials. Without losing its artistic value, graphic art is done through a printing process that can be made over and over again. This printing system makes it easy to duplicate the same artwork. The process of creating artworks like this is what gives graphic arts a unique feature.

#### c. Sculpture

It is a work of art that is realized in the form of three dimensions (trimatra). The sculpture is bound by real space and has length, width, and height. Sculpture are usually made of natural materials or industrial materials such as metal, as well as plastic, resin, and fiberglass. The techniques used in its creation also vary, such as chisel, cast, and carving techniques. Like painting, the sculpture has also been known in Indonesia since prehistoric times. Almost every region in Indonesia has a tradition of making sculptures. In traditional societies, making sculptures is often associated with religious activities such as worshiping gods or ancestral spirits. In modern sculptures, the making of sculptures is an individual expression of an artist.

## 2. Promotion

According to Harper Boyd, promotion is an attempt to persuade people to accept a product, concept, or idea. Meanwhile, according to Basu Swastha Dharmesta, promotion is an effort carried out in one direction made in order to influence other parties to create exchanges in marketing. Thus it can be said that promotion is a way to influence people to accept products, concepts, or ideas so that they can then create exchanges in marketing.

#### a. Promotional Media

Media is a tool or means to communicate between the sender of the message (sender) and the recipient of the message (audience). So it can be said that promotional media is a tool used to carry out promotional activities. In practice, promotional media are divided into two, namely print media and electronic media. Print media is media made using paper that aims to convey messages or

information to the public. Does not primarily include text and image visualizations. Basically, this print media is a medium to convey information of public interest or many people and the form of delivery is written. One example of print media is a catalog. Digital media is electronic media that is used to store various data in the form of files. Along with the rapid development of technology triggers new, more sophisticated media. What used to be only telephones and SMS have now developed, such as blogs, chats, video images, and social media such as Facebook, Instagram, WhatsApp, and so on, which also play a role in promotional practices.

#### b. Publication

According to Astika, the publication is an effort to disseminate useful information in any form, such as writings, videos, photos, and others, as a collection of scientific publications. Similar to Astikan, Tjiptono also said that publication is an activity to spread an idea to the wider community in groups. He classified publications as a means to promote the goods and services of a company, branding the popularity of certain organizations, and disseminating information about an event. Meanwhile, Mustafa stated that publication is a way to inform someone of information, product, or knowledge.

#### c. Public Relations

According to Onong (1989), public relations is a reciprocal two-way communication between an organization and its public or audiences, both internal and external publics, in order to support the functions and objectives of the organization's management by increasing the development of cooperation and fulfillment of common interests, which is based on the principle of mutual understanding and trust. Most large organizations have their own public relations staff, which can also result in double work. Thus, public relations must have effective communication management in order to fulfill its role and function in supporting the company's activities, including its business promotion activities.

Public Relations is an estuary and downstream where communication activities are designed and practiced. Communicating is not only speaking but the ability to write in order to convey a message. According to Kusumastuti, public relations means mastery

of choosing communicators, packaging and selecting messages, planning media, and determining appropriate, accurate, and appropriate public facilities according to the needs of the organization. The main functions of public relations:

- 1) Public Relations as a transmitter of information

Deliver all important information to the public. With the delivery of this information, it is easier for the public to understand the informative point of view regarding a particular issue or issue.

- 2) Public Relations as an information seeker

Looking for information related to public opinion (opinions, complaints, thoughts, criticisms, praise, satisfaction, etc.). By knowing public opinion, public relations can provide input to internal parties based on considerate public opinion.

Judging from the two main functions of public relations, not a few parties analogize the function of public relations as a bridge that seeks to connect two parties in a balanced and solid manner. According to Kriyantono (2008), broadly speaking, the functions of public relations are as follows:

- 1) Maintaining good communication between the company and its public
- 2) Serve the public interest well
- 3) Maintaining good morals and manners in the company

The research methodology used in the research "The Promotion Strategy For Artworks By Artist A.C. Andre Tanama's" is a qualitative research method with a case study approach. Qualitative research methods are research methods based on the philosophy of postpositivism, used to examine the condition of natural objects (as opposed to experiments) where the researcher is the key instrument, data collection techniques are carried out by triangulation (combined), data analysis is inductive/qualitative, and research results emphasize meaning rather than generalization. Qualitative methods help provide detailed descriptions of phenomena and encourage understanding of the substance of events. Thus, qualitative research is used to fulfill the researcher's desire to get a deeper picture/explanation. Case study research is a method that is applied to understand individuals more deeply by being practiced in an integrative and comprehensive manner. This step is done to understand the character of the individual who is studied in

depth. The data collection techniques from this study were carried out by:

### 1. Observation

Observation and systematic recording is aimed at one or several phases of the problem in the context of research, with a view to obtaining the data needed for solving the problems at hand. Observations were made by observing the promotional media used by A.C. Andre Tanama, which covers online media as well as print media such as books and catalogs.

### 2. Interview

The interview is a technique that can be used to collect research data. An interview is a work or an interaction between the interviewer and the interviewee through direct communication. It can also be said that the interview is a face-to-face conversation between the interviewer and the interviewee, where the interviewer asks directly with an object that has been researched and has been previously designed. Interviews were conducted to convert data into information directly provided by research subjects in the field. The interview approach was carried out to measure what was known and what the research subjects did not know about the information from the required amount of data. Or in other words, interviews are conducted as a form of proof of references obtained based on observations that have been made. In this study, interviews were conducted with artist A.C. Andre Tanama.

### 3. Documentation

Documentation is looking for data on things or variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, leggers, agendas, and so on. This documentation method is a non-human source that is stable and accurate as a reflection of the actual situation or condition and can be analyzed repeatedly without changing. This documentation method is used to obtain data in the form of notes and other documents related to this research problem. In this study, the documentation method was carried out by collecting and studying documents owned by A.C. Andre Tanama so that researchers obtain the data needed in this study.

## RESULTS

### 1. A.C. Andre Tanama's Profile

Albertus Charles Andre Tanama is a man born in Yogyakarta on March 28, 1982. Andre Tanama was born into a Ciwa family (Chinese and Javanese). His

father's name is Tan Kian Bie (Albert Ryanto), and his mother's name is Caecilia Ruwini. His father worked as an entrepreneur in the printing sector, and his mother was a housewife. Andre is the second child of 4 siblings. Their family lives in Sidomulyo, Tegalorejo, Yogyakarta. A.C. Andre Tanama is an Indonesian artist who is also a lecturer at the Indonesian Art Institute in Yogyakarta. Apart from being active as a lecturer, he also often creates works of visual art in various media, such as drawings, graphic arts, paintings, and sculptures.

Currently, he is focusing on the works of art that he created: *Wayang Monyong*, *Gwen Silent*, and *Agathos*, as a metaphor for the many issues that exist. He brought his work to many exhibitions in Indonesia as well as to other countries such as Malaysia, Singapore, Italy, Switzerland, the United States, the Netherlands, and Portugal. He also wrote several books, including *Touch of Heaven: The Journey Begins* (2009), *The Tales of Gwen Silent: An Art Journey with AC Andre Tanama* (2010), *Agathos* (2012), "N", *Sejimpit Kisah* (2016) and "SAN – Sejimpit Hikajat 1.51 Malem" (2016). Since the beginning of his career in 2004, he has held solo exhibitions a dozen times in Yogyakarta, Magelang, Jakarta, and the Netherlands.

### 2. Distinctive Characters in A.C. Andre Tanama's Artworks

#### a) Wayang Monyong

The Wayang Monyong figure that became the first characteristic of A.C. Andre Tanama is a deformation of the shape of the human head, where the artwork is influenced by Andre's condition, who at that time was experiencing many problems and anxiety in his daily life. He created a sketch of a figure with a mouth covered with a mouth like a muzzle, which contains a hint that it is better to remain silent but is clearly expressed in the proof of work.



Picture 1&2. Figure of Wayang Monyong by Andre Tanama (source: A.C. Andre Tanama's Facebook)

#### b) Gwen Silent

In 2007, Andre regenerated the hallmark of his work. He developed his character by creating small girl characters aged 4-5 years. Figures

with eyes that are tightly closed as if they are blind indicate that what we see is not always what we expect. The thing that underlies the birth of the character's inspiration was originally Andre's desire (when his wife was pregnant) to have a daughter. On April 11, 2007, Andre's first child was born, which turned out to be, according to his wishes, a girl. The baby was named Gwen Sai Ilen Tanama. From the name of his daughter, Andre was inspired to name the child character who is the hallmark of his artwork, Gwen Silent. Gwen Silent has a very inherent character, which is described as not having a mouth and eyes that are almost always closed in every work of Andre. Gwen Silent, as a metaphor contemplated by Andre, is actually a universal quest. Andre's works about Gwen Silent are indeed human images that negate the power of the senses.



Picture 3 – 5. A figure of Gwen Silent by Andre Tanama (source: *The Tales of Gwen Silent book*)

**c) Agathos**

Triggered by his anxiety over the creation of Gwen Silent's work, Andre Tanama was compelled to create another protagonist as a counterbalance to Gwen Silent, namely Agathos. Gwen Silent is Yin, and Agathos is Yang. The presence of Agathos in the artwork is not a sudden presence because he is indeed a person who has been born before. Agathos is another sign of the presence of Andre Tanama. To him, "If Gwen Silent is the inner side of white life, then Agathos is the opposite." But that doesn't mean Agathos is evil because the two figures of Gwen and Agathos are like Yin and Yang. Two things that always complement and complement each other become a balanced entity. So it is true what Stanislaus Yangni (Sius) wrote in his writings in the book *Agathos*: "However, if Agathos becomes Andre's tanatos, in his pictures, sculptures, and paintings, it seems that there is something else: no matter how negative Agathos is, however aggressive he is, Agathos remain a worshiper of goodness. "The Good" (from the Greek "ti agathon") is the goal. Maybe

that's why the little boy that Andre said was the "balance of Gwen Silent" was named Agathos - he carried a message of peace behind his wars. Therefore, in almost all of Andre's artworks, it can be seen that no matter how fierce the dragon that comes out of Agathos's body, no matter how fierce the look in his eyes is full of hatred, he still looks like a sweet child who always has dreams of goodness, a Gwen who is Agathos incarnate. This is the explanation of Sius Yangni.



Picture 6 – 8. A figure of Agathos by Andre Tanama (source: *Agathos book*)

**3. Publication Media of A.C. Andre Tanama's Artworks**

A.C. Andre Tanama uses various media to publish his work – apart from being a publication media, Andre also uses this media as a medium for archiving his works. The publication media used are online and print media. Some of the online media used include:

a) Facebook

In 2009 to be exact on March 20, A.C. Andre Tanama started to create a Facebook account. In this Facebook account, the artist A.C. Andre Tanama created a Facebook page to post specific things related to his career as an artist and his artworks.



Picture 9 – 12. Facebook account of Andre Tanama (source: *A.C. Andre Tanama's Facebook*)

b) Website

In 2010, the artist A.C. Andre Tanama created a website, namely [www.andretanama.com](http://www.andretanama.com). However, because Andre forgot to take care of the

administration, in the third year, the name of his website was changed to andretanama.weebly.com. This website contains various information regarding A.C. Andre Tanama, starting from his profile, work, and also the books he wrote.

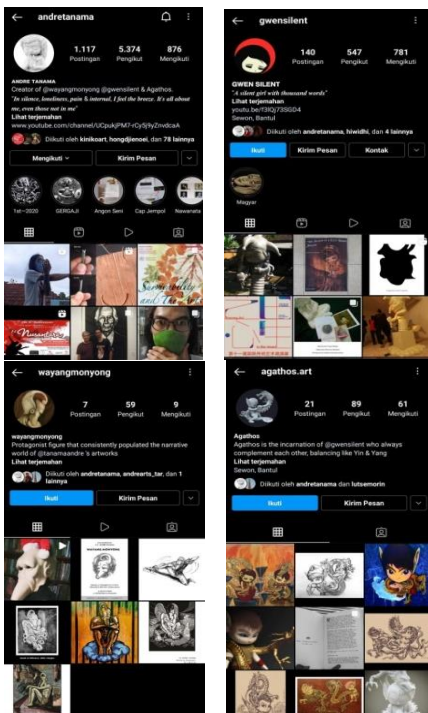


Picture 13. A.C. Andre Tanama's Website (source: A.C. Andre Tanama's website)

c) Instagram

A.C. Andre Tanama started to create an Instagram account in 2015, to be exact on May 8 at 09.08 WIB. The usernames id from Andre's Instagram are

- @andretanama,
- @wayangmoyong,
- @gwensilent, and
- @agathos.art.



Picture 14 – 17. Instagram account of Andre Tanama (source: A.C. Andre Tanama's Instagram)

Online media is not only used as a medium for publication and promotion but rather aims to archive artworks. In addition to this online media, the artist A.C. Andre Tanama also uses print media/books as a medium for promoting his artworks. The following is a book by A.C. Andre Tanama as a publication

medium for promoting his artwork:

a) Touch of Heaven: The Journey Begins (2009)



Picture 18. Touch of Heaven: The Journey Begins, a book by Andre Tanama

(source: <http://kabarebukusenisastra.blogspot.com/>)

b) The Tales of Gwen Silent (2010)



Picture 19. The Tales Of Gwen Silent, Catalog Book by Andre Tanama

(source: <http://ohdmuseum.com/>)

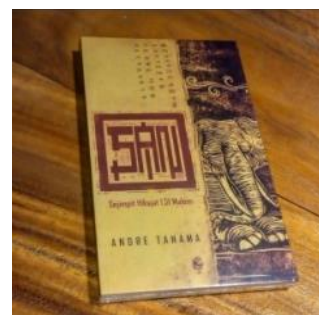
c) Agathos (2012)



Picture 20. Agathos, Catalog Book by Andre Tanama

(source: <http://opac.isi.ac.id/>)

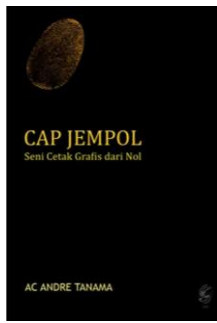
d) Sejimpit Hikajat (2016)



Picture 21. Sejimpit Hikajat, a book by Andre Tanama

(source: Instagram of Sejimpit Hikajat)

e) Cap Jempol: Seni Cetak Grafis dari Nol (2020)



Picture 22. *Cap Jempol: Seni Cetak Grafis dari Nol*, a book by Andre Tanama  
(source: <http://goodreads.com/>)

f) Angon Seni dari Sewon (2020)



Picture 23. *Angon Seni dari Sewon*, a book by Andre Tanama  
(source: Instagram of A.C. Andre Tanama)

In addition to publishing artworks through their own books, many other book authors use the artworks of A.C. Andre Tanama as their book covers, and some also use A.C. Andre Tanama's artworks as reviews in their books. Some of them are:

- a) *Keluarga Bahagia* (Author: Ach. Faridatul Akbar, dkk)
- b) *Penembak Misterius* (Author: Seno Gumir Ajidarma)
- c) *Sekantong Adenium* (Author: Candrani Yulis R.)
- d) *Pekik* (Author: Awalludin Gd Mualif)

#### 4. The Role of Public Relations in the Promotion of A.C. Andre Tanama's Artworks

In the world of promotion, public relations has an important role in relation to the image of the artist. The main activity of public relations is to maintain good relations with the target public. These activities have an impact on the smoothness of the promotion. As the artist, A.C. Andre Tanama is establishing good relations with collectors. This good relationship can be formed if both parties personally agree, like the good relationship between A.C. Andre Tanama and Oei Hong Djien. Good relations are established by maintaining communication and keeping up with the development of work. In addition, one's attitude also affects the image of the artist. Just as an outgoing, friendly, and pleasant attitude are more

easily accepted by the public. From the relationship that is built, it will be able to bring out wider promotional practices. As experienced by A.C. Andre Tanama is an extension of face-to-face promotion by people who already know him. In addition, public relations as a source of information is able to provide information related to artists both in terms of attitude and work. Based on the opinion built by the public, it is able to have an impact on the artist both in terms of existence and creation.

#### CONCLUSION

Promotion is a marketing communication process that influences potential consumers to be interested in buying or consuming them. In the context of art, the items being sold are the artworks by the artists. In addition, the thoughts of artists can also be consumed. In other words, it can be accepted by society and adopted. Through its three distinctive characters (Wayang Monyong, Gwen Silent, and Agathos), A.C. Andre Tanama tries to represent what he feels and experiences. There are several messages/signs in his artworks that the artist tries to communicate and can be felt or captured by the audience. In the context of promotion, the online media used by Andre is not only used as a medium for publication and promotion but rather for archiving media. He also has a unique way of publishing his work by creating a catalog that is organized like a novel.

In addition, some of A.C. Andre Tanama's artworks are also often used for book illustrations, both his own and other people's books. People who want to read the book are indirectly the target consumers who will also know that the book contains the work of A.C. Andre Tanama. In the application of promotional practices, A.C. Andre Tanama prioritizes maintaining good relations with the public. From the relationship that is built, it will be able to bring up wider promotional practices. Considering that public relations as a source of information can have a big impact on artists. The correlation of these important factors will have an impact on artists both in terms of existence and artworks.

However, from the results of the research that has been done, the promotional practices carried out by A.C. Andre Tanama focus more on public relations. Meanwhile, online media promotion is not given much attention, and it is hoped that the use of online media will also be maximized, considering that we now live in an era of advanced technology and dependence on technology is difficult to avoid. And promotions in the current era will be done more quickly through digital/online media. Utilization of online media can be started by setting up promotions or postings on A.C. social media. Andre Tanama and

later will organize a special promotion management team whose task is to handle and provide better promotional material output.

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