



## Utilizing Instagram Media For Digital Marketing In The 2021 Yogyakarta Cultural Festival

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### ABSTRACT

Festival Kesenian Yogyakarta (FKY) is an annual cultural art event in Yogyakarta. FKY was first held in 1989 with the concept of the people's market. Starting in 2019, it further expanded its focus on the realm of cultural life in Yogyakarta with the courage to change the name of the Festival Kesenian Yogyakarta to the Festival Kebudayaan Yogyakarta (Yogyakarta Cultural Festival). The purpose of this research is to describe Utilizing Instagram Media For Digital Marketing In The 2021 Yogyakarta Cultural Festival. This research uses a qualitative method through a case study with a marketing approach and uses the 4P+3P marketing mix elements, namely product, price, promotion, channel, distribution/place, people, process, and physical evidence. Data obtained by interview, observation, documentation and the results of this study indicate that the marketing carried out by the 2021 FKY committee through the marketing mix has a positive impact on sales and wider reach to the creative industry for 2021 FKY. The most influential elements are product, price, promotion, and process. The elements that have not been maximized are places and people. Human resource management is the main obstacle in the process from beginning to end in the 2021 FKY. The conclusions obtained from the research show that the Sambatan program applies the 7p marketing mix elements in the implementation of the marketing process, although the elements have not been maximized and need improvement.

**Keywords:** Marketing Mix, Festival, 2021 Yogyakarta Cultural Festival, Digital Marketing, Creative Industry.

### INTRODUCTION

The Festival Kesenian Yogyakarta (FKY) is an annual cultural art event in Yogyakarta. FKY was first held in 1989 with the concept of the people's market. Just by looking at the name of the festival, it can be concluded that this festival is held by and for the residents of the Special Region of Yogyakarta.

Festival Kebudayaan Yogyakarta (FKY) 2021 from the beginning of its formation until the 30th event called the Yogyakarta Arts Festival. This year is the third year with the new format. As the name implies, in its second year, FKY has further expanded its focus on the realm of cultural life in Yogyakarta with the courage to change the name of the Festival Kesenian Yogyakarta to the Festival Kebudayaan Yogyakarta (Yogyakarta Cultural Festival).

In 2021, the theme was "They Record." 2021 FKY seeks to record the spirit of empowerment possessed by the people of Yogyakarta in the midst of the current situation. The spirit of empowerment is presented through subjects that represent the spirit of the times, ways of life, and figures. 2021 FKY presents an effort to record culture as a source of knowledge, as a fun experience, and as entertainment, as well as a spirit that needs to be transmitted to the entire community.

During the 2021 FKY activities, besides holding virtual performances, exhibitions, and speech programs. The 2021 FKY committee replaces the program every year on Instagram with the @oleholehfyk account, which usually sells various merchandise from the beginning, including t-shirts, drinking bot-

tles, hats, and tote bags. Then during the first year of the pandemic, apart from selling t-shirts, drinking bottles, hats, and tote bags, they also sold masks.

This year's Splice Program focuses more on providing assistance to Micro, Small, and Medium Enterprises (MSMEs) with the aim and purpose of helping MSMEs engaged in culinary services, crafts, accessories, and fashion. However, because this year, the full implementation of 2021 FKY is carried out virtually, this is also in the Splice program with the committee helping the promotion virtually by using the official 2021 FKY account, namely @oleholehfky.

In addition to helping the creative industries of UMKM FKY 2021, posted via Instagram with the account name @oleholehfky. This research was conducted to find out what is contained in the 2021 FKY Splice program. It is hoped that this will provide knowledge related to digital marketing for both FKY and other digital marketing systems.

In a study, it is very necessary to have supporting data and comparisons needed to prove the authenticity of the author's work. The library that we took from the research of Ahmad Buchari and Ivan Darmawan in the journal *Sawala: Journal of Community Service for Social Development*, Vol. 1 Number 2 of 2020, entitled "Increasing the Entrepreneurial Potential of Local Products Through Digital Marketing in Cikeruh Jatinangor Village." (Buchari 2020). This journal discusses sales made by residents of Cikeruh Village, who have an even livelihood in the entrepreneurship, agriculture, services, and transportation sectors. In this scientific journal, it is discussed the provision of facilities and access to social media to promote products sold by the residents of Cikeruh Village. The difference between the research conducted by the author and this study focuses on facilities and access to social media to promote the creative industry in the 2021 Yogyakarta Cultural Festival. The research method used in the journal is a descriptive qualitative methodology, using interview and observation data collection techniques.

Then research in the scientific journal Teresia Pradiani in the journal *Jibeka* Vol. 11 Number 2 of 2017 entitled "The Effect of the Digital Marketing System on Increasing the Sales Volume of Home Industry Products" (Pradiani 2017) discusses the digital marketing of handmade bags from instant drink wrappers by PKK women in RW 02 Randuagung, Singosari, Malang. By using a digital marketing system, sales volume is increasing rapidly compared to the old way. The difference with the research conducted by the author is the digital marketing system that is carried out to promote several creative industries in the 2021 Yogyakarta Cultural Festi-

val. The methodology of this journal research used is descriptive observational research on home industries in RW 02 Randuagung Singosari with in-depth structured interview data collection techniques to craftsmen.

Furthermore, the thesis research of students of the Communication Studies study program, Faculty of Social Sciences and Humanities, Yogyakarta State Islamic University, Sunan Kalijaga, Johan Saputro in 2014 was given the title "Planning the Festival Kebudayaan Yogyakarta Event Management as a Yogyakarta Identity Communication Media" (Saputro 2014) explained how the process in FKY all existing activities, especially in the curation process at the art exhibitions that are held. Then explained that the fine arts division recruited artists and curated the works the artists. The difference with the research conducted by the author is that it discusses the digital creative industry marketing system in the 2021 Yogyakarta Cultural Festival. The research method used in this thesis uses descriptive qualitative methods, and the data collection method in the thesis is primary data through interviews. Then secondary data is obtained through documentation studies, both printed and online data searches.

Furthermore, thesis research for students of the Department of Communication, Faculty of Social and Political Sciences, Universitas Gadjah Mada Daisy Trivita Simorangkir in 2015 with the title "Making a Communication Strategy for the Festival Kesenian Yogyakarta in developing creative industries in Yogyakarta" (Simorangkir 2015) The research has clearly discussed the presentation text and visuals on FKY as well as strategies, then the stages of visual communication and creativity that have been carried out by the FKY committee are examined in various aspects, in this thesis with a detailed explanation of the points and things in the FKY advertisements are examined and then discussed then everything that is visually described. The difference between the research and the author is that it discusses more the marketing system in the 2021 Yogyakarta Cultural Festival to develop the creative industry in Yogyakarta. The research method in this thesis uses a qualitative methodological approach with case study methods and *pattern matching analysis* or finding patterns that match the patterns of existing theories.

In the scientific journal research by Dias Satria and Ayu Prameswari in the journal *Journal of Management Applications* Vol 9 Number 1 of 2011 entitled "Creative Industry Development Strategies to Increase the Competitiveness of Local Economic Actors" (Satria 2011). The research will explain clearly the strategy for the development of the creative industry for local economic actors and analyze it with a

SWOT analysis. The difference between the research and the author is that they review and discuss the digital marketing system of the creative industry in the 2021 Yogyakarta Cultural Festival. In this study, qualitative data analysis was used with the steps of SWOT analysis techniques (*Strength, Weakness, Opportunity, Threats*).

Therefore, this research aimed to explore what is related to digital marketing through Instagram media in the Sambatan Program, 2021 Yogyakarta Cultural Festival.

## LITERATURE REVIEW

### 1. Digital Marketing

Digital marketing is a process in which individuals and groups obtain what they need and want by creating, offering, and freely exchanging value products with others (Kotler and Armstrong 2013). Digital is an activity using digital technology to create integrated, purposeful, and measurable communication to help get and retain customers while helping (Rumondang 2020). From this explanation, it is concluded that digital marketing is a social process that exists in individuals and groups by carrying out activities using digital technology to create purposeful and measurable communication to help get and retain customers while simultaneously helping.

### 2. Marketing Mix

Marketing mix is a process in which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products of value with others (Kotler and Armstrong 2013). The marketing mix can also be interpreted as a set of tools used by marketers to shape the characteristics of the services offered to customers (Fandy 2014). It can be concluded that the marketing mix is a set of tools that can be controlled and combined by the company to get the desired response from the target audience. The marketing mix has seven variables, namely, product, price, place, promotion, physical evidence, people, and process (Abubakar 2018).

- a. *Product*. A product is anything that can be offered to a market for attention, purchase, use or consumption that can satisfy a consumer's want or need. The product can be an object or objects, services, activities, people, places, organizations, and ideas.
- b. *Price*. Price is the only element of the marketing mix that provides income or

income for the company, while other elements cause costs (expenditures)

- c. *Promotion*. Promotion is a form of marketing communication, marketing activities that seek to disseminate information, influence or persuade, and remind the target market of their products to be willing to accept, buy, and be loyal to the products offered by the company concerned. The promotional mix consists of advertising, personal selling, publicity, public relations, and direct marketing.
- d. *Place*. Place is where a business or business activity is carried out. An important factor in the development of a business is the location of the location in urban areas, the method of achievement, and the travel time of the location to the destination. The factor of a good location is relative to each different type of business. The determination of a place is a location where a company or industry is considered to have important value, affecting sales and profit-seeking both in the short and long term.
- e. *People*. People, in general, who function as service providers, must be available in quantity and quality so that people involved in the production process have adequate numbers and professional abilities.
- f. *Physical evidence*. Physical evidence is the service environment in which there is a delivery in which the company and customer interact, and the many commodities that facilitate the performance or communication of the service, or the physical facilities that accompany it.
- g. *Process*. The process is all the actual procedures, mechanisms, and flow of activities used to deliver services. This processing element has the meaning of something to deliver services. The process of services is a major factor in the service marketing mix as service customers will be happy to feel the service delivery system as part of the service itself.

There are several ways that can be used to promote a product that is included in the promotional mix.

- a. Advertising can be done in several ways through print media (magazines, newspapers, posters, flyers, and leaflets) and electronic

media (radio, television, and social media). When reading, hearing, and seeing an advertisement, it is hoped that potential consumers will be interested and curious about the product.

- b. Sales promotion is the company's activity to sell products marketed in such a way that consumers will be easy to see, and even with certain placement and arrangement, the product will attract the attention of consumers.
- c. Publication is the executor of information dissemination activities. The publication is a way that can be used by entrepreneurs to form an indirect influence on consumers so that they become aware of and enjoy the products being marketed.
- d. Personal *selling* is a sales promotion that is carried out in two directions and is considered more effective in marketing products because the ultimate goal in promotion is to make sales.
- e. Public relations is building good relationships with various groups to get the desired publicity, building a good corporate image, and dealing with or dealing with rumors, news, and unpleasant events.

### 3. Creative Industry

The creative industry is defined as an industry originating from the utilization of individual creativity, skills, and talents to create prosperity and employment by generating and empowering the individual's creativity and creative power (Kamil 2015).

### 4. Festival

Festival is a social phenomenon that we can meet in various national cultures. This festival is usually known as special celebrations, harvest parties, important events, cultural celebrations, and others, stating that the festival is a celebration carried out by the community in commemoration of historical events (Rumbiak 2018). The types of festivals include (Agung 2016):

- a. Film Festival  
Film festival is a celebration in which films are produced (usually films produced for one year).
- b. Music Festival  
Music festival is a series of acts in a public or specific place and is inspired by a unifying

theme such as national, modern music or promoting the works of composers.

- c. Art Festival  
The Art Festival is the largest event where performances, exhibitions, and competitions around fine and performing arts are held.
- d. Cultural Festival  
Cultural Festival is an expression of views on cultural, social, and political issues.

### 5. Instagram

Instagram is a photo-sharing service application that allows users to take pictures and provide filters and then distribute them on social media such as Facebook, Twitter, and others. The use of Instagram is not only for sharing photos but also for editing photos; that Have 16 effects that can be used to edit photos. With the Instagram application, your photos can be uploaded via social networks such as Facebook, Twitter, Foursquare, Flickr, and also Posterous. Photos that have been taken through the Instagram application can be stored in various gadgets such as iPhone, Blackberry, and others (Agung 2016).

### METHOD

The method used in this research is qualitative. A qualitative research method is a scientific approach that reveals certain social situations by describing reality correctly, formed by words based on relevant data analysis techniques obtained from natural situations. (Moleong 2011)

In this study, using the case study method, in this method, researchers try to find the problems that exist in the Sambatan Program, Yogyakarta Cultural Festival and describe them for later analysis in depth. Data collection techniques used three methods, namely:

#### a. Observation

Observations were carried out by observing and recording the implementation of the object process and carried out directly at the research location, namely the Citraweb Office, to collect and obtain the required data. The observations obtained can help clearly to solve the problem in this study. Observations made include observing the process of uploading the work of MSMEs, both culinary, services, and crafts, on the Instagram platform by FKY, as well as the process of promotional activities carried out.

#### b. Interview

an interview is a conversation with a specific purpose by two parties, namely the interviewer

who asks the question and the interviewee who provides the answer to the question (Moleong 2011). The interview was conducted with the coordinator of the Sambatan Program, Luki Antoro, and the head of the 2021 Yogyakarta Cultural Festival Yogyakarta, Andreas Praditya. Then interviewed two creative industries that passed the Sambatan Program, namely Latenight Creation and Chitchitchuite.

**c. Documentation**

Documentation is a record of events that have passed. The data obtained through observation and interviews are referred to as primary data, then the documentation data is called secondary data; secondary data is in the form of written sources such as writings, books, journals, theses, and dissertation documents (Moleong 2011). Documentation is a data collection tool that produces some evidence that can be needed to obtain results (Moleong 2011). The documentation data is used as an explanatory tool and confirmation of the data obtained from observations and interviews on various matters relating to the digital marketing system of the creative industry of the 2021 Yogyakarta Cultural Festival.

**RESULT & DISCUSSION**

**1. History of the Festival Kebudayaan Yogyakarta**

Arrived at the Festival Kesenian Yogyakarta for the first time on July 7, 1989. It started with an effort to present an art center, and art festival in Yogyakarta as a city of culture, which was first chaired by Ki Nayono, the Festival Kesenian Yogyakarta (FKY) has a long track record. This is an effort to uphold the identity of Yogyakarta as one of the national cultural centers.

When the FKY was held, it was not only focused on one location; for example, in 1993, it was held at the Seni Sono Open Art Stage. Then in the following years moved to Purna Budaya, Yogyakarta Cultural Park, Vanderburg Museum, and Sonobudoyo Museum. In addition to changing locations in its implementation, FKY also carries a different theme each year; the selection of themes used is usually a form of response to the arts in the city of Yogyakarta.



Figures 1 & 2. Logo of the Festival Kesenian Yogyakarta from the early 1990s to 2000.

(source: [www.infofky.com](http://www.infofky.com))

FKY is a challenge from stakeholders related to culture, especially arts and culture, so FKY's goal is to be able to answer problems that arise. The following are FKY's imaginable goals. (Susanto 2018).

- a. Raising the values of traditional arts and culture that are developing in the people of Yogyakarta.
- b. Educating the arts to create smart, creative, empowered, and innovative people in Yogyakarta.
- c. As a promotional media, it is able to improve the standard of living of cultural arts actors in Yogyakarta.
- d. Foster a sense of pride and love for the community to participate in preserving the nation's cultural arts.
- e. Presenting the best works of cultural artists of Yogyakarta as a barometer of art and culture, education, diversity, and creativity with reference to community appreciation.
- f. Become a benchmark for the success of the implementation of the Yogyakarta arts program, which has national and international echoes.
- g. Become a vehicle for solving problems from an artistic perspective. Art can speak subtly on various things related to social inequality and our natural surroundings. The ability of arts and culture to overcome social conditions has so far been neglected.
- h. As a barometer of the development of Yogyakarta's arts, it must be able to maintain tradition, develop popular art, and become an arena for creativity in alternative arts.

**2. 2021 Yogyakarta Cultural Festival**

The 2021 Yogyakarta Cultural Festival (FKY) is back in the community as a cultural event that will be held online from September 16 – October 7, 2021.

The opening is done with the concept of a digital ceremony on the [www.fky.id](http://www.fky.id) by Doni Maulistya (Chairman I of FKY 2021), Head of Yogyakarta Culture Service, Director General of Culture, Ministry of Education, Research, and Technology, and Governor of DIY Sri Sultan Hamengku Buwono X. The opening, which is designed with a digital concept, invites the public to explore various content presented by FKY 2021, which can be opened by the public independently.

The 2021 Festival Kebudayaan Yogyakarta (FKY) raises the vision of cultural recording. The Covid-19 pandemic, which has not ended until today, has had a major impact on human life in general. This condition can affect the public's perspective and reinterpret FKY, so that it can determine its foothold as a festival that was born and grew in Yogyakarta (FKY, 2021). When it first started, 2021 FKY was attended by 15 thousand users from 250 cities in 37 countries, including Indonesia, America, Singapore, Ireland, Sweden, Japan, Vietnam, Netherlands, Austria, Germany, Australia, Malaysia, and England, France, and China (FKY 2021). This number is based on data collected from August 28 – October 5, 2021.



Figure 3. The main page of 2021 FKY website (source: [www.fky.id](http://www.fky.id))

The title raised in 2021 FKY is "They Record". The Record can be interpreted in two senses, as the third person plural who carries out recording activities or as an act of compiling and planning a recording of today's culture. 2021 FKY has involved 937 subjects, including arts and culture festival activists, artists, maestros, communities, cultural heritage and cultural heritage experts, cultural activists, institutions, and institutions. In addition, the use of cultural facilities includes 7 performance buildings, 4 exhibition buildings, 26 studios, 3 educational facilities, 1 meeting hall, and other cultural facilities spread over 120 villages (FKY, 2021).

### 3. Programs at the 2021 Yogyakarta Cultural Festival

#### a. Research

Builds a research team to initiate recording, reading, and re-presenting the practice and

meaning of culture in Yogyakarta. In this program, there are four research results that recorded various movements and cultural phenomena in Yogyakarta, Yogyakarta culture, daily life in Yogyakarta, making gamelan musical instruments, and economic problems in Yogyakarta.

#### b. Exhibition

At FKY 2021, the exhibition program functions as a publication of cultural products and knowledge produced by the community through life experiences and cultural practices that have been carried out so far in the form of rich arts. In the exhibition program, 2021 FKY presents 35 rich arts in the form of painting, installation, photography, and video documentaries. (FKY 2021).

#### c. Performances

Performance at 2021 FKY presents performances that are based on awareness of public communication and are critical but entertaining. 2021 FKY presents 28 shows that will be displayed on the 2021 FKY website, which will also be an archive that can be accessed by the public in the future.

#### d. Wicara

2021 FKY held a Dialogue program that functions to test ideas on cultural practices and phenomena in Yogyakarta by presenting speakers related to their fields. The Dialogue Program invites resource persons to discuss the topic of cultural recording from different backgrounds and perspectives.

#### e. Citizen Record Competition

This program involves the community to realize the spirit of cultural recording. The community as a whole has given 180 notes to FKY 2021, which are designed to have 5 categories, namely Video of Children's Dolanan Song; Heritage Culinary Vlog; Historic Sites Podcast; Creating Children's Songs; and Photo Stories of Cultural Activities. However, all records are collected and displayed and can be viewed on the 2021 FKY website

#### f. Sambatan (Mutual Sales Assistance)

Sambatan is a 2021 FKY program that aims to promote creative economy SME in Yogyakarta to continue to have a passion for selling. The 2021 FKY Sambatan Program provides a free promotional space through social media that helps market various creative products to the wider community with the aim that the economy can continue to spin. (FKY, 2021)

**4. Sambatan Program, 2021 Yogyakarta Cultural Festival.**

Before the Sambatan program, the Instagram account @oleholehfky, the 2021 FKYcommittee sold 2021 FKYmerchandise in the form of t-shirts, drinking bottles, tote bags, hats, and hand sanitizers, and lanyards. Then, the money obtained from the sale is used to cover implementation expenditures that are not included in the SPJ report (Letter of Accountability) at the Cultural Service of the Special Region of Yogyakarta.

The @infofky account focuses more on the daily programs of FKY implementation. The existence of an Instagram account @oleholehfky, to separate things that need to promote the products of the tenants, which are a lot, and every day it is also scheduled to do promotions through Instagram (Harwanto.2021)

The separation of the Instagram account also has the aim of preventing information accumulation - information provided by the committee to the public, so that Instagram @oleholehfky only publishes art market programs contained in posts and catalogs fky.

Sambatan invites SMEs (Micro, Small, and Medium Enterprises) to be creative, the majority of whom are in the Special Region of Yogyakarta Province and also from Central Java Province, with the hope that they will continue to help and be enthusiastic about selling.

Through social media owned by the FKY committee, this year, using Instagram social media with the @oleholehfky account. Through the media, Instagram provides free promotional space for MSME actors to assist in marketing various creative products to the wider community. The hope is that for the 2021 FKY committee, there will be a Sambatan program for the wider community so that the economy can continue to run and not stop.

In the implementation of the 2021 FKY Sambatan, there are 3 people. The job description of each position contained in the work structure of the 2021 FKY Sambatan team is as follows:

- a. Landung Pambudi. Managing (admin) Instagram accounts, starting from posting feeds, stories and responding to existing interactions. He is in charge of distributing quiz prizes held by 2021 FKYthrough social media.
- b. Mada & Hamid Ilham. Manage the flow & track of Sambatan content so that it can synergize with the main @infofky account. This program became big thanks to the input and direction of the two as strategic social

media, also held an FKY quiz and chose the Sambatan product as the prize.

- c. Luki Antoro. Manage registration, curation, and content management, including captions during this program, serve as WAG liaison and be responsible for the implementation of this program.

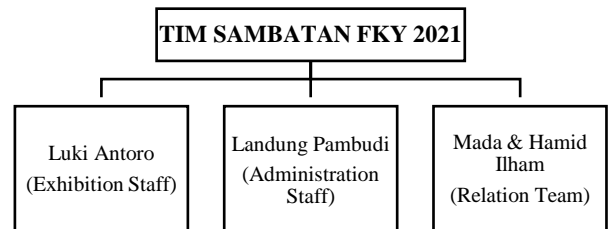


Chart 1. Sambatan Program Team, FKY 2021. (source: Luki Antoro, Personal interview November 1, 2021, 18.00)

The implementation of the Sambatan program was held for 5 weeks starting from September 17-October 25, 2021; besides helping creative industries affected by the pandemic, all activities of the 2021 Festival Kebudayaan Yogyakarta were supported and funded by special funds from the Cultural Office of the Special Region of Yogyakarta, due to the existence of funds for this privilege, the 2021 FKY committee is not allowed to charge fees (Antoro, 2021).

Registration for the Mutual Sales Assistance program is open in general, starting from September 4-16, 2021; creative industries can register online via bit.ly/SambatanFKY2021 (the link has been disabled). After registration is closed by the committee, creative industries that have filled in the data are selected based on criteria (name of business, how long the business has been running, including the category of business being run (culinary, hobbies/activities, crafts, fashion), an overview of the business that is run online, offline, or it can be both, the number of workers, the form of business being run, whether they already have a business license, the average business turnover during the pandemic month, consumers can see products on social media and marketplaces (Shopee, Tokopedia, Instagram, Facebook, website), means of payment that can be made by creative industries, how products can reach consumers (directly at the store, COD/cash on delivery, courier services), business marketing locations, barriers faced by businesses (business capital, finance, human resources, marketing, raw materials), and the last one were asked by 2021 FKYwhether the product could be sent out of town.

### 5. General Data of Creative Industry Sambatan Program

From the data entered through the google form provided by the committee for the Sambatan Program, FKY 2021, it was found that the condition of business actors participating in the Sambatan Program, 2021 FKY was obtained (Antoro,2021).

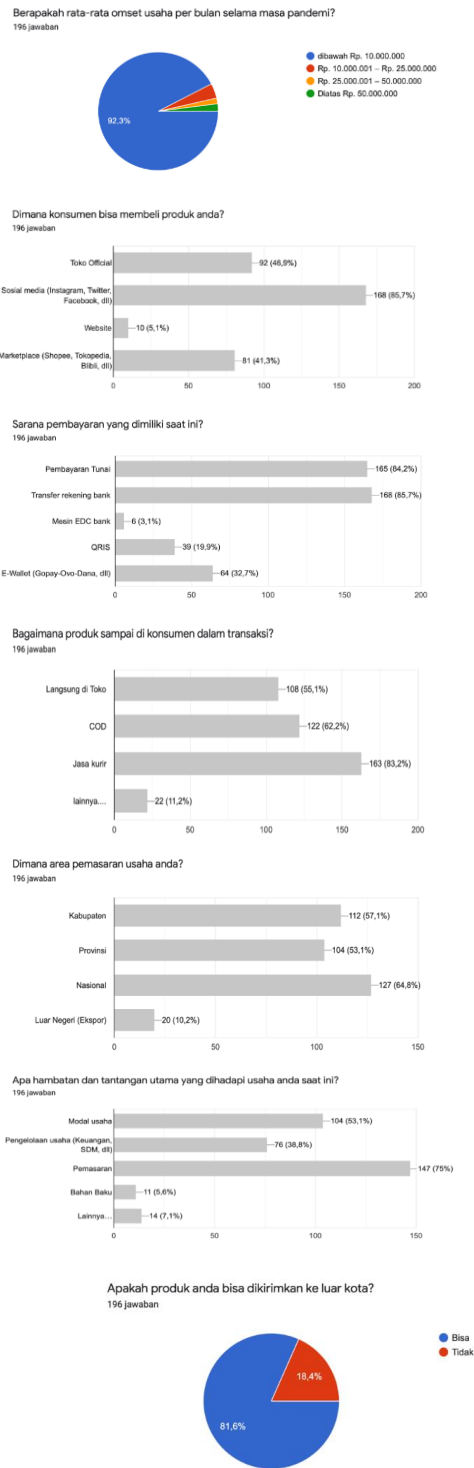
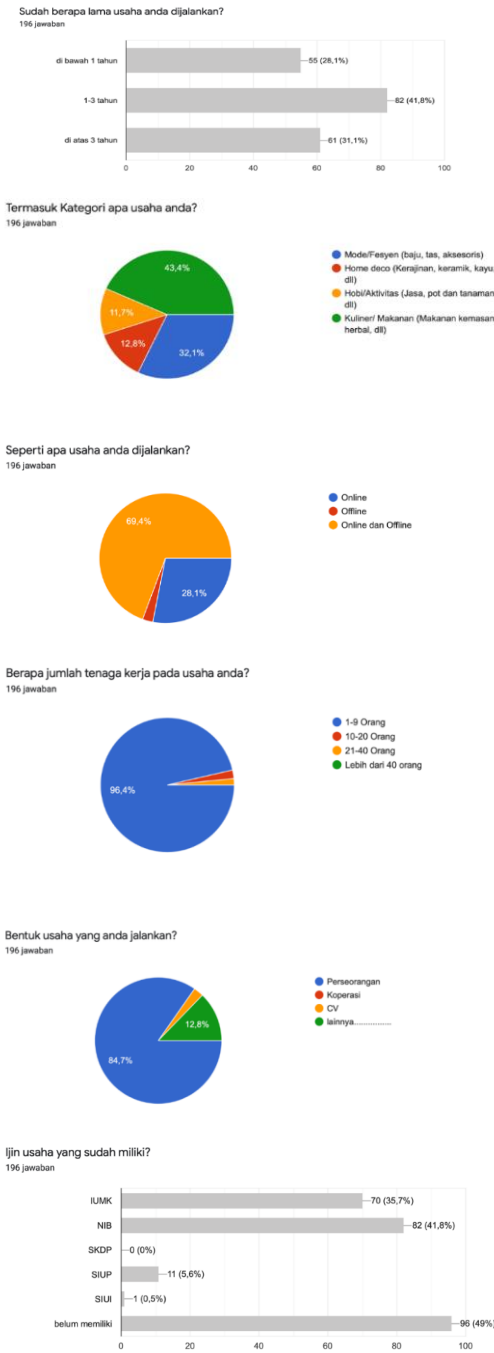


Figure 4-16. data entered via the Google form at the time of registration for the Sambatan program. (Source: Luki Antoro, Personal interview on 25 September 2021, 17:00)



**6. Marketing Mix in the Sambatan Program, 2021 Yogyakarta Cultural Festival**

**a. Product**

Product is anything that can be offered to the market for attention, purchase, use or consumption that can satisfy consumer wants or needs. The product can be an object or objects, services, activities, people, places, organizations, and ideas.

The 2021 FKYSambatan Program promotes the creative industry by dividing it into 5 product categories, namely culinary products, home decorations, fashion, crafts, and services. In promoting the creative industry, the 2021 FKYSambatan program uses product photos to be uploaded on Instagram and offers the products sold by the creative industry in attractive captions. The following are the products sold by the industry creatives en-

No	Categories	Creative Industry names	Products
1.	Culinary	Mie Ayam Pak Sarmintul	Frozen chicken noodles
2.	Culinary	Rarugi	Chocolate ampyang
3.	Culinary	Weeka Wedang Uwuh	Wedang uwuh
4.	Home Decor	Somah Wooden Cutlery	Eco-friendly and less-plastic waste cutleries
5.	Home Decor	Adhikari Creation	Home decoration, plant pot cover, pillowcase, and totebag.
6.	Fashion	Macramemento	bracelet, watch, keyring, and wall hanging
7.	Fashion	Latenight Creation	Accessories; bracelet, earrings, etc.
8.	Fashion	difabelzone	batik.
9.	Craft	Lokalina	Wedding souvenirs
10.	Craft	goedang kayu	Wood furniture.
11.	Craft	kesanakesini	Recycled paper maker
12.	Service	lavatour.id	Merapi tour service
13.	Service	CuminStore	Wall décor service
14.	Service	Jogja Sewa HT	Walkie talkie rent service

rolled in the Sambatan 2021 program:

Table 1. Creative products of the Sambatan Program

**b. Price**

Price is the only element of the marketing mix that provides income or income for the company, while other parts cause costs (expenditures). (Fandy 2014) From this understanding, every creative industry that passes determines its Price through price segmentation. One of the creative industries in the Sambatan Program, FKY 2021, namely Latenight Creation, provides special event pricing. Doing this technique to attract more buyers, apart from providing free tarot reading, Latenight Creation also provides a special dis-

count during the Sambatan Program, FKY 2021, which is 10%.



Figure 17. Product Latenight Creation (source: instagram by @oleholehfy)

The discounting of this special event pricing has a significant impact on both buyers asking for the works sold by Latenight Creation, and the sales turnover can be said to have increased by up to 40%. (Fahrezi, 2021) Despite giving a 10% discount, the impact felt after participating in the Sambatan Program, 2021 FKY is said to provide benefits, especially for the creative industry in Yogyakarta, which is currently still in a pandemic situation.

**c. Promotion**

Promotion is a form of marketing communication, a marketing activity that seeks to disseminate information, influence or persuade, and remind the target market of its products to be willing to accept, buy, and be loyal to the products offered by the company concerned. (Fandy, 2014) The promotional mix consists of from advertising, personal selling, publicity, public relations, and sales promotion.

1) Advertising

2021 FKY uses its posters and uploads to be used as advertisements on Instagram ads. The posters used for advertising are in the form of information and schedules for each program, one of which is the Sambatan program. The content uploaded by the Sambatan program is also collected/recaptured on instagram@infofky then the post is used for advertising on Instagram ads.

2) Sales Promotion

In the Sambatan Program, FKY 2021, a strategy is carried out for consumer behavior in making purchases, which consists of two types, namely planned purchases, and unplanned purchases. Planned purchases are based on customer needs, while unplanned (impulse buying) is the act of a consumer who is carried out without having previous problems or buying intentions that were

formed before checking the store. Unplanned buying decisions can arise because consumers are interested in the promotions they feel are suitable, such as cashback, price discounts, bonus packs, gifts, and coupons. (Antoro, 2021).

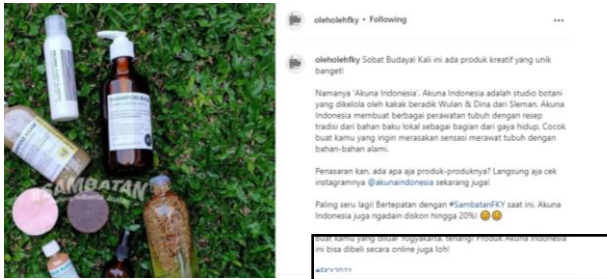


Figure 18. One of the discount promos on the creative product of the Sambatan Program (Source: Instagram @oleholehfy)

### 3) Personal Selling

The Sambatan program is in the process of personal selling along with the socialization of the 2021 FKY implementation. However, if there is a personal sale that specializes in the Sambatan program, there has never been. This is because The Sambatan program has become part of the overall program for the 2021 FKY implementation.

### 4) Publicity

The Sambatan Program 2021 FKYSambatan Program has also carried out information dissemination activities so that targets can influence creative industry candidates to register and attach data through the google form. Publication activities in the Sambatan Program, 2021 FKY use the method of collaboration with various parties to be able to attract or reach people, especially in DIY. One of the publications carried out is on Instagram @bantul24jam, which provides information about the Sambatan program. Publication activities carried out other than through the Instagram of 2021 FKY media partners are also with electronic news providers.



Figure 19&20. Publication of Sambatan Program (source: Screenshot by Noorfritri Rizky, 2021)

### 5) Public relation

Public relations aims to make an effective and efficient contribution to marketing through communication with various interested parties in the Sambatan Program, FKY 2021, one of which is by conducting a 2021 FKY implementation report to the DIY Culture Office and FKY resource persons, as well as a joint evaluation. The evaluation results will be used in planning the implementation of FKY 2022.

### d. Tempat (Place)

The place is where a business or business activity is carried out. An essential factor in the development of a business is the location of the location in urban areas, the method of achievement, and the travel time of the location to the destination. The factor of a good location is relative to each different type of business.

Implementing the Sambatan Program, 2021 FKY- is carried out online/online through Instagram social media. Creative products are promoted on Instagram feeds @oleholehfy, then created products that have been uploaded will be re-uploaded by the main Instagram account @infofky.

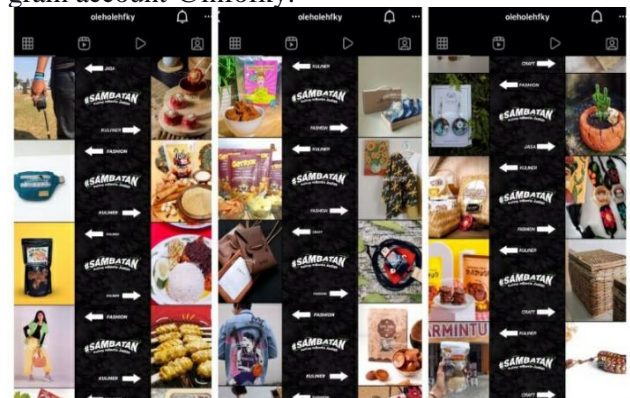
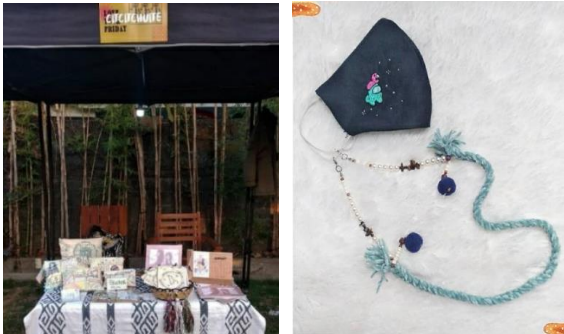


Figure 21. Creative products in Instagram feeds (Source: Instagram @oleholehfy)

**e. People**

People can be described as a society that functions as a service provider that must be available in quantity and quality so that the people involved in the production process have adequate numbers and professional abilities.



Figures 22&23. 2021 FKYCreative Products (source: Instagram Citichuite)

One of the creative industries that passed the curation stage was Citichuite; the works being sold were embroidered masks, mask straps, pouches, and tote bags. The way Citichuite conducts research on local communities who have difficulty finding works that can be done by request. A large number of requests from this environment led to the establishment of Citichuite, which is a single-mother business based on art, relying on Citra Ardianti's expertise in knitting, embroidering, and making handicrafts. This business has been released since 2010, but citichuite only got its name and brand in 2018. The background of the citichuite name comes from the business owner's nickname. So far, Citichuite has used offline promotions through bazaars and mouth-to-mouth promotions. (Citra, 2021)

**f. Physical Evidence**

Physical evidence is a service environment in which there is a delivery in which companies and customers interact and many commodities that facilitate the performance or communication of these services or the physical facilities that accompany them. (Abubakar 2018)

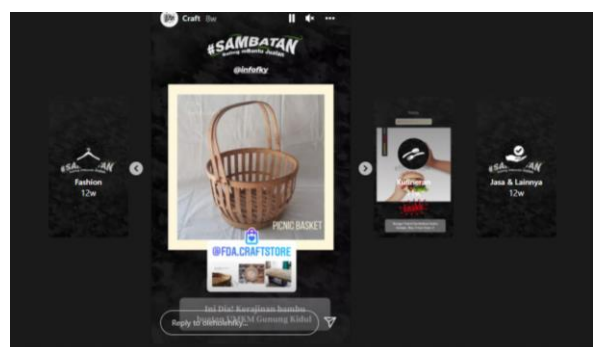
2021 FKYis carried out fully online, so 2021 FKYrequires a website domain and hosting. In this case, 2021 FKYis facilitated by the website domain and hosting by Citraweb. All assets of the entire 2021 FKY program start from Research, Performances, Competitions, Talks, and Exhibitions. However, the implementation of the Sambatan program is only done on Instagram.

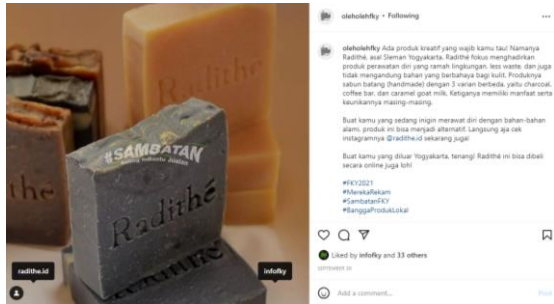
**g. Process**

Process are all actual procedures, mechanisms, and flow of activities used to deliver services. This processing element has the meaning of something to

provide services. (Abubakar 2018), The process of services is a major factor in the service marketing mix as service customers will be happy to feel the service delivery system as part of the service itself. The 2021 FKYSambatan Program opens registration for creative industries on 4-16 September 2021 via Instagram @oleholehfy. Registration for the Sambatan Program, 2021 FKYis done via the google form free of charge. There were around 196 registrants during the registration period. All creative industries that registered were curated in advance, and there were 52 creative industries that passed the selection. The selected creative industries are divided into 5 categories based on the products sold, namely culinary, home decoration, fashion, crafts, and services categories. When the 2021 FKYSambatan program lasted for 5 weeks, the Sambatan program team involved hundreds of creative industries promoted on @oleholehfy and @infofky accounts and tagged/tagged creative industry accounts by:

- 1) Promotion in Feeds: by uploading photos of creative products equipped with information in the captions such as product concepts, how to purchase, discounts, and promos to delivery. Promotion on this Feed is carried out for creative industries that pass the registration selection and meet the eligibility criteria for photos, information, discounts, and transaction access (payment and delivery).
- 2) Promotion on Instagram Stories: by uploading product photos and tagging/tagging creative industry accounts on Instagram Stories. This promotion is carried out for creative industries that do not pass the selection and do not meet the criteria.





Figures 24&25. promotions in Instagram feeds and stories  
(source: Instagram @oleholehfy)

In the implementation of the Sambatan Program, FKY 2021, Instagram admin @oleholehfy to upload promoted products in feeds and Instagram stories and reply to existing interactions. Every once a week, there are 10 creative industries that are promoted through feeds.

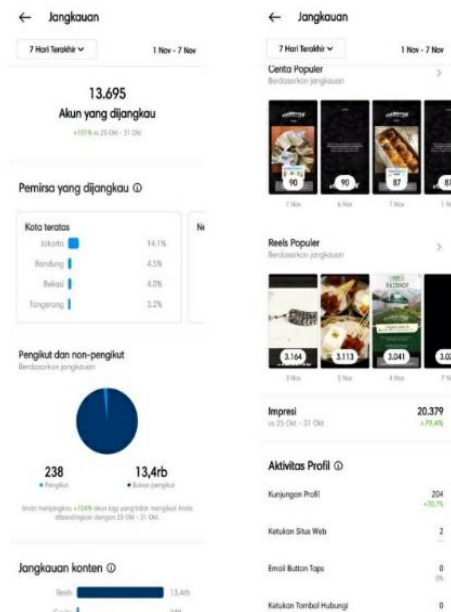


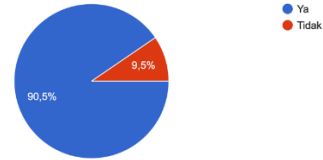
Figure 26. Insight Instagram infokfy  
(Source: Luki Antoro personal interview 9 November 2021)

### 7. Sambatan Program Evaluation

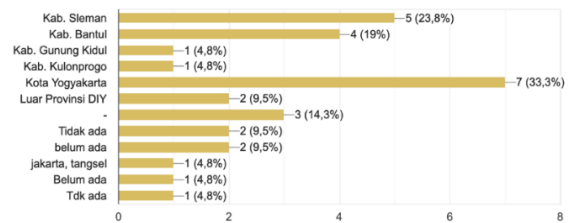
After the implementation of the Sambatan Program, 2021 FKY, the committee carried out a basic evaluation to find out the benefits felt by the creative industry while being promoted at 2021 FKY. This program got positive results because several MSMEs stated that there were product sales transactions whose value was from hundreds of thousands to millions of rupiah, those who do not have sales transactions are also grateful that their products can be

helped to promote and be known more widely. (Antoro, 2021).

Apakah ada peningkatan jumlah visitors dan followers sosial media selama mengikuti Sambatan FKY 2021?  
21 jawaban



Dari mana asal konsumen yang membeli?  
21 jawaban



Figures 27&28. Evaluation results of the Sambatan Program  
(source: Personal Interview, September 30, 2021, 8:00 p.m.)

### CONCLUSION

Based on the results of the research conducted, several conclusions can be drawn, namely digital marketing media through Instagram, which is implemented in the 2021 FKYSambatan program is able to help and increase sales with various combinations of marketing elements, namely:

- Product**  
It is anything that can be offered to a market for attention, purchase, use, or consumption. Then in the Sambatan Program, 2021 FKY, there are 5 product categories, namely culinary products, home decorations, fashion, crafts, and services. In promoting the creative industry, the Sambatan Program, 2021 FKY, uses product photos to be uploaded on Instagram and offers the products sold by the creative industry in attractive captions.
- Price**  
Namely, the elements of the marketing mix that provide revenue for the company. The existence of a strategy in price adaptation has an important role in the company; there is a price adaptation method, namely discounts and rebates. This method is carried out by the creative industry of the Sambatan Program, 2021 FKY to attract a wider range of buyers than by using the discount and price discount adaptation method; it is

beneficial for the creative industry, especially in Yogyakarta, which is currently still in a pandemic situation.

c. Promotion

That is a form of marketing communication that can influence consumers. There is a promotion mix in the Sambatan Program, 2021 FKY.

d. Place

That is where business activity is carried out. The 2021 FKYSambatan Program carries out activities to promote the creative industry through social media, Instagram @oleholehfy, and @infofy.

e. People

Namely, the community or people involved in the production process. One of the creative industries in the Sambatan Program, 2021 FKY, namely Citichuite, always has the understanding to understand consumer behavior because consumer behavior is very important in increasingly high market competition

f. Physical Evidence

That is a service environment that includes delivery in which companies and customers interact and commodities that facilitate performance. 2021 FKY is carried out fully online, so it requires a website domain and hosting, which is facilitated by Citraweb.

g. Process

Namely, procedures, mechanisms, and flow of activities to deliver services. The Sambatan Program, 2021 FKY was implemented to promote the creative industry in Yogyakarta, which was affected by the COVID-19 pandemic. This program is carried out by uploading creative products on Instagram @oleholehfy.

## SUGGESTIONS

a. Suggestions for the Sambatan Program

Digital marketing through Instagram has been carried out by the committee, not only through Instagram social media. Digital marketing of the Sambatan program can be done on the available website.

In the Sambatan program to improve the division of labor system, such as the absence of one of the committees holding two responsibilities by means of more communication between the committee parties in the Sambatan Program, FKY 2021.

For tenants who pass the curation, it is hoped that they will provide news to the creative industry so that the discount promo for the implementation of FKY can be carried out.

b. Suggestions for Further Researchers

This research is only limited to analyzing, describing, and identifying the marketing mix contained in the Sambatan Program, 2021 FKY. Suggestions for further research are to examine other aspects, such as discussing the pricing process of creative industries through the marketing mix. Thus, it is hoped that further researchers can contribute, improve or provide input to other agencies or institutions.

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