

Designing Promotion of *Festival Pekan Batik Pekalongan*

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Abstract To support the branding program of Pekalongan city, Government holds an annual event named *Festival Pekan Batik Pekalongan (FPBP)*, with a series of events namely Pekalongan Batik Carnival, Batik Exhibition, Gala Dinner and Fashion Show, and etc. However, visitors who come are mostly pekalongan only, while very little from outside pekalongan, and the average age is the late adult and children, whereas from teenagers and early adulthood is still very little. From the data obtained, one reason is because the early adult - adolescents still think that batik is formal and ancient clothing, besides *Festival Batik Pekalongan* is still considered a monotonous event. Therefore, based on the phenomenon and problems existed it is needed a creative strategy and visual media to promote the event. The methods used in this design are qualitative, through observations, interviews, literature studies, and visual evidence observation. The main theories used are promotion, advertising, and DKV (Visual Communication Design). The result of this design is a creative strategy by AISAS method to produce an event and visual media that can attract the target audience to *Festival Pekan Batik Pekalongan*. The benefits of this design is to change the mindset of the target audience to batik and event, that batik is following the times, and the event is able to display the concept of thematic concepts

Keywords Batik Festival, Pekalongan, Promotion, Branding, Tourism

1. Introduction

Tourism began to be excellent after the government sued various policies regarding the free of tourists in various tourist attractions. Pekalongan City, also called batik city, uses the name of batik as the most popular tour in the city. Departed from batik love campaign until the year 2009 really batik was as the original cultural heritage of Indonesia by UNESCO, Pekalongan municipal government held a large event and national standard namely FPBP. The event was held in welcoming National Batik Day for a week. The event was intended to support the branding program of Pekalongan city, and appreciate batik, improve the economy of SMEs in Pekalongan, support local product love program, become a means of entertainment and education for the community. Various series of events existed in Festival Batik Pekalongan include: Pekalongan Batik Carnival, Indonesian Culinary Festival, Batik Exhibition, Batik Demo, Fashion & Gala Dinner Show, and Innovation & Creative Exhibition.

An event definitely requires a promotion to convey messages and information. However, the Pekalongan government in promoting the Festival Batik Pekalongan uneven. City Government of Pekalongan do promotion only in pro-tocol road of Pekalongan city. In addition, the FPBP also does not provide or do not have an official web. While with official web audiences outside the city of Pekalongan will easily access information about the event. The above things covered by the author is the cause of disaster visitors coming from Pekalongan and less enthusiastic young people to visit the event.

It was proven after the author came directly to the field. In addition, media promotion design from year to year is in-consistent because it can be seen from the logo, color, and layout. In DKV theory, a design must have five design principles, namely: unity, balance, proportion, rhythm, and dominance. Therefore, this research aims to make the pro-motion of FPBP according to the target audience.

2. Main Body

2.1 Methods

In conducting this research the researcher uses qualitative data. Qualitative data is a technique of collecting data stored like a diary. The content of a note is a fact, it should not be a personal interpretation of the researcher, and the facts are. Data include; Literature study, in-depth interviews with the parties, direct observation to the field, and visual evidence observation that refers to the design of promotional media. It needs promotion as a tool to convey information and messages from a product. Michael Ray promotes as a business of the seller to build various channels of existing information and persuasion in selling goods or services (Morissan, 2010: 16). The purpose of the promotion is for the product or brand to a wide audience, in the results of research with most of the audience not yet know the product or brand, to direct consumers to better understand and utilize product

from the company, and to change the image of the company in the eyes of the audience because of the existence of products or Brand, and new activities that the company does.

In advertising, there is a complex combination of creativity, marketing research, and media purchasing. Advertising can also be interpreted as a process of communication, marketing process, and the process of forming human behavior. It can be said that advertising is a way of selling by conveying information with a persuasive language, can persuade to convince potential customers. Need a strategy to create an ad.

According to Lia Angraini S. and Kirana Nathalia (2014: 15) it can be concluded that visual communication design is the art of conveying information and messages by language, as well as the concept of using a medium. The purpose of visual communication design is to influence the mindset or behavior of the target audience according to what is intended.

The author uses SWOT analysis to become supporting data in preparing a promotional strategy. The following SWOT analysis has been described:

1. Strength
 - a Supporting the work of the nation
 - b. One of the annual events of Pekalongan.
 - c The location is located on the north coast road of Java.
2. Weakness
 - a. Campaign spread is less.
 - b. Inconsistent in designing promotional media
 - c. Lack of awareness of people outside the city of Pekalongan against this event.
3. Opportunity
 - a Participating in loving local products.
 - b Increasing the economy of SMEs, especially batik craftsmen.
 - c Being one of the tourist destinations that the community awaits because once a year is held.
 - d Being a pioneer of batik event in Indonesia.
 - e Supporting city branding program of Pekalongan city.
4. Threat
 - a JFC is a successful annual event in East Java.
 - b The impact of globalization on local products.

Data Used

Data collection techniques include:

1. Study of literature
2. Observation field
3. Interview with resource person.
4. Visual Observation.

Instrumentations

Based on the result of interview with the target audience where the target is targeted among young people, who rarely go to the event. They have the opinion of the event from year to year is monotonous, their mindset of batik is still the same with the rigid and ancient. To develop a promotional strategy the initial step of determining consumer behavior, where the consumer behavior to be addressed has stock criteria:

1. Psychographic
 - a. Lovers of batik
 - b. Lovers of local brands
 - c. Caring for fashion
 - d. Culinary hunter
2. Demographic
 - a. Economic status: SES ABC
 - b. Age: 18-24 years
 - c. Gender: Unisex
 - d. Occupation: Student-Worker
3. Geographical
 - a. City of Pekalongan
 - b. Outside of Pekalongan city (Bandung and Jakarta)
 - c. Urban city

2.4 Results and Discussion

In the design of the promotion of Festival Pekan Batik Pekalongan, the author develops a message strategy using reference theory, the data obtained are in the form of interviews, observation, collection of documentation, to analysis with similar products. In addition, the USP that this event has featured is batik with a costume parade festivity, and cultural attractions, with the author makes in the form of several keywords for USP including culture, creativity, batik, entertainment, and charm. From some USP keywords made the author chose batik and charm.

Then, based on consumer insights, Festival Pekan Batik Pekalongan desires an interesting concept for each period, more fun, fresh, luxurious, contemporary, and futuristic, but still there are cultural elements. So, the message strategy of Festival Pekan Batik Pekalongan is "*Eksiskan Mudamu with Batik*", message is taken from USP and consumer insight. The purpose of message is to change their mind dealing with batik, where they still think of batik is formal, rigid, and ancient clothing, and event as well. To strengthen the concept of the message, the author bear the tagline "Be Young with Batik" where the word 'young' comes from the English language which means young.

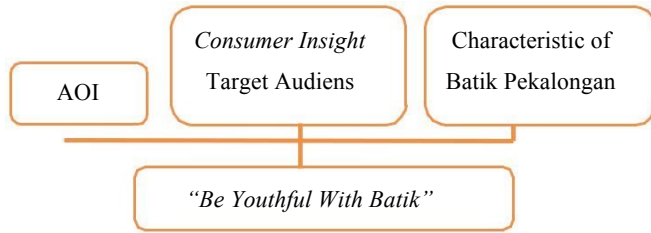


Figure 1. Tagline Outline Chart

Departing from the concept of the message, the creative concept for the promotion of the *Festival Pekan Batik Pekalongan* is to create pre event, as the main event in welcoming the *Festival Pekan Batik Pekalongan*. The pre event aims to provide awareness to the target audience, as a reminder medium to entertainment facilities. In the pre-event, it invites to collaborate with Indonesia Fashion Week, where the event is the biggest fashion show event in Indonesia. From the collaboration, the goal is to encourage and strengthen the event of Festival Pekan Batik Pekalongan. This is in accordance with the desire or insight of the target.

audience who want a fresh, fun, fancy, futuristic, and contemporary event, Plus collaboration with Indonesia Fashion Week can change the perception of the target audience about the *Festival Pekan Batik Pekalongan* that seem monotonous. Pre event activities will be held in the city of Bandung and Jakarta, for messages delivered evenly.

Table 1. Sequence of Events
Pekalongan Batik Week Festival

Collaboration Indonesia	Pekalongan Batik Carnaval
Fashion Week	Gala Dinner & Fashion Show
Costume Parade	Theatrical Street
Indonesia's Food Trucks	Batik Exhibition
Batik Area (Exhibition)	Inovation and Creativity
Live Batik Demo	Exhibition
	Batik Demo
	Culinary Festival Indonesia

Creative strategy of promotion of Festival Batik Pekalongan, author uses AISAS theory or method:

Table 2. AISAS Strategy

Attention	Conventional Buzz (print media placed in every station) Flash Mob Costume Parade
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Table 2. cont.

Interest	Live demo batik Video Mapping (Ambience Media) Video Teaser
Search	Social Media Website Merchandise
Action	Costume Parade Indonesia's Food Trucks Batik Area (Exhibition)
Share	Spot Photos Social Media Word of Mouth

In designing the logo the author uses canting elements, and flowers Lotus used in branding logo of Pekalongan city with tone and manner gradation of purple. Canting is the ultimate tool and iconic sign in batik, while the lily lotus is in mud and water but its elegance and beauty is maintained, besides branding Pekalongan city also use lotus flower as accent logo. The author uses the color purple that is unique, creativity and innovation. Then seen from the shape of the logo, such as wings, because the author is inspired by the wing costume is often used by the model costume parade.



Figure 2. Events Logo

On the poster, the authors carry the theme of existence, where there are two young women batik Pekalongan, which shows expression of fun and elegance. The authors take the concept of editorial photography, where the concept is often used by fashion magazines. The relationship between the editorial of photography and existence is an illustration that tells or refers to a person. Like a fashion magazine that is a container of existence. The authors connect it with the message of event "*Eksiskan Mudamu dengan Batik*".

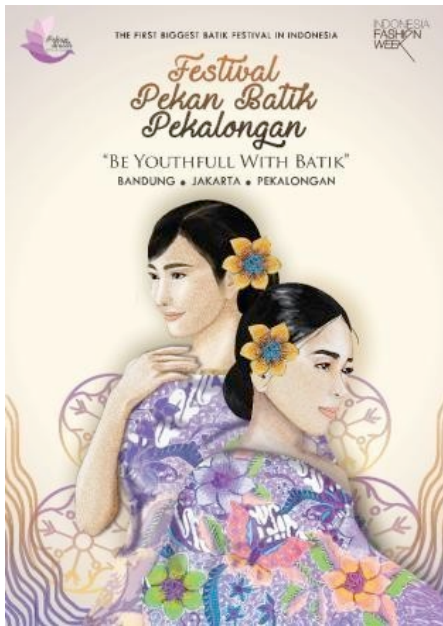


Figure 3. Events Main Poster

Then, the media used to convey the message of the Festival Pekan Batik Pekalongan are:

1. Print Ad (Print Media)

Print media used includes posters, billboards, and banners to a standing banner. Then, the print media is placed at the center of the crowds such as shopping areas, along the north coast road, on toll roads in major cities on the island of Java, such as Jakarta, Bandung, Semarang, and Surabaya. The purpose is to make message spread evenly and enthralling the tourists of outside Pekalongan.

2. Social Media

It cannot be denied that the era has shifted to the digital realm, from young to adult have social media. Things that it will be promoted in social media such as electronic posters and web banners. For posters, it will be distributed in some social media such as Instagram which is often used by the target audience. As for the web banner, it will be spread on social media. Youtube as a favorite social media is used by the target audience.

3. Website

Website is a Media that is able to provide information about Festival Pekan Batik Pekalongan and pre-event as an activity triggering the target audience to come to FPBP. In the website includes the profile of the event, the gallery containing the photos of the festival in the previous year, some series of events, schedules and rundown festivals, to contact of the nearest hotel/inn and tour committee in Pekalongan.

4. Supporting Media

The existence of supporting media such as merchandise or souvenirs distributed to the target audience or visitors provides a memento that led to experience for the target audience. This media is also a media reminder.

Merchandises selected are totebag, notebook, and mug, It is caused that those objects are often used by the target audience and has benefits other than as a display.

5. Conventional Buzz

Displaying billboard at every train station in Indonesia, Based on data (<https://www.bps.go.id/linkTable-Dinamis/view/id/815>) in 2016 in Indonesia, a total of 349,501 people almost used the train when going out of town. The author observes each stop of the station, the train takes a maximum of 10 minutes to stop, where passengers are ridden indirectly looking out the window, and passengers from outside the train prepared to enter the train. It means that the passengers will see billboards many times every train stop. With it, there is a repetition of reminders in a row that is done on this conventional buzz.

6. Flash Mob Costume Parade

As an attractiveness of the target audience, it will be held Flash Mob, Costume Parade At the train station, as the buzz of the Festival Pekan Batik Pekalongan event.

7. Video Teaser

There will be a teaser video, where the video is a short duration about one minute that carries the theme of batik charm, then the teaser will be installed in social media like Instagram, Pinterest to Youtube, customized social media

that is often used by the target audience.

8. Ambience Media

In the ambience media the authors use video mapping as the background spot of photos that will be placed at some point in place on pre event and the main event of Festival Pekan Batik P e k a l o n g a n . The goal is to give visitors space to capture the moment at the festival. The content of video mapping shows various Batik’s Pekalongan motifs, which very famous for their bright colors, and motives that are often modified.

3. Conclusion

Festival Pekan BatikPekalongan will be more developed with the advantages of promotional strategies such as integrated media and more focus on consumer journey, so that it can i n v i t e t h e v i s i t o r s from outside Pekalongan. The promotional activities are not only done in Pekalongan but also outside Pekalongan, Then make pre-event in big cities such as Jakarta and Bandung, invite famous designers to participate in this event such as holding a talkshow or workshop on Batik Pekalongan Week Festival, and invite young people to express euphoria at this event, of course with the concept More closer to the young. It is expected that this Pekalongan Batik Week Festival will be better than the previous year. FPBP will also grow if using sophisticated technology for media campaigns such as web- sites and social media like

Facebook, Twitter, Instagram, Youtube, and others, because in modern times like today's social media ranging in forms.

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