



Cultural Harmony in Motion: Revealing the Communication Prowess of Saung Angklung Udjo Community in Enriching Local Traditions

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Abstract: The research explores Saung Angklung Udjo's strategic communication practices, highlighting their successful preservation and promotion of traditional Indonesian culture in the digital age. Aligned with Machfoedz's communication principles, Saung Angklung Udjo crafts a dynamic strategy merging cultural preservation with modern marketing techniques. The study underscores the significance of Saung Angklung Udjo's strategy, harmonizing content and form to engage diverse audiences. Kang Puji Yanandra's insights reveal a meticulous process emphasizing clear objectives, target markets, and tailored messaging. Saung Angklung Udjo's storytelling coupled with diverse media platforms practically translates theoretical principles. Furthermore, the research underscores Saung Angklung Udjo's adeptness in addressing consumer needs through precise information communication. Merging emotional appeal and factual data, Saung Angklung Udjo effectively conveys cultural significance, creating a meaningful connection between audience and heritage. The creative strategy and media selection exemplify Machfoedz's theories, creatively engaging audiences and countering cultural appropriation. The @InfoWisataBandung Instagram case study showcases the synergy of traditional and digital channels in reinforcing the cultural message. Beyond Saung Angklung Udjo, the study offers a model for cultural communities to safeguard heritage and engage wider audiences. By merging traditional and contemporary communication, Saung Angklung Udjo demonstrates the power of strategic communication in preserving cultural identity. Amid evolving digital landscapes, their success illustrates effective communication's potential in celebrating and sustaining cultural heritage.

Keyword: Angklung, Communication Strategy, Social Media

INTRODUCTION

Music has a pivotal role in effectively conveying messages (Sugiarta, 2015). Music not only carries messages but also encompasses emotions, thoughts, characteristics, and individual experiences. Much like complete music with lyrics that serve as verbal messages, music acts as symbolic communication. Human interaction with the level of message comprehension in music is profound, as we engage in interpersonal communication through music.

According to Yudiawati (Yudiawati, 2021), Angklung is not just a traditional musical instrument, but also a vehicle for shaping the national character. In its play, there exists an element of cooperation and mutual respect among Angklung players. They hold, sound the instrument in accordance with the musical score, and take turns producing harmonious sounds. The collaborative nature of the Angklung requires discipline, responsibility, concentration, and collaboration to play and create a melody. Traditional music, as an integral part of cultural art, has been present since ancient times, passed down through cultural heritage, and has continued to thrive and evolve. Indonesia, indeed, is country rich in cultural diversity and regional arts.

In the era of globalization and progress across all fields, cultural ease of access to a country is no longer a fundamental issue. This phenomenon brings about positive impacts when adopted and developed. However, due to the presence of cultural competition, the existence of traditional music is threatened.

A culture should not perish alongside the advancement of civilization. Regional artistry greatly requires advocacy and validation from those engaged in it, so that it can move towards presenting expressions, creating beauty in art, and capturing the attention of international consumers. Research on the traditional musical instrument, Angklung, holds great significance because it involves efforts to preserve Indonesia's cultural heritage. Effective preservation and conservation efforts will facilitate communication processes in passing down the Angklung culture to younger generations. Angklung, being a part of Indonesia's cultural identity and heritage, was recognized by UNESCO as a masterpiece of Intangible and Oral Heritage of Humanity in 2010 (CNNIndonesia, 2021).

Support for popularizing Angklung culture can be achieved through suitable concepts of promotion and communication strategies. Saung Angklung Udjo, for instance, implements communication strategies that are evident to its followers in popularizing the Angklung culture. These strategies include early education and training, organizing local and international offline events, adapting to the digital world, and engaging in collaborations with government bodies, tourism companies, other nations, and educational institutions. Music serves as a powerful tool for conveying messages indirectly. It contains numerous cultural communication elements that can be conveyed to the audience, delivering messages effectively. With Western culture and K-Pop easily infiltrating the country and the enthusiasm of youths, especially millennials (Kim et al., 2022), difficult to gauge, this study aims to formulate a research question: How does the Saung Angklung Udjo community's strategy in popularizing local culture through the transmission of messages via indigenous music contribute to cultural preservation in Indonesia?

METHOD

This study employs a qualitative research methodology, focusing on a qualitative case study approach. The use of alternative figures and measurements to assess the qualitative case study is integrated into the research design rather than being treated as distinct research steps (Yin, 2018). The investigation involves conducting in-depth interviews with three selected participants (informants) who possess valuable insights into the communication strategies

employed by the Saung Angklung Udjo community to popularize local culture. The selection criteria for informants are defined as follows:

1. **Gender Diversity:** Both male and female informants will be interviewed, recognizing that their distinct thought patterns offer diverse perspectives. This approach ensures a comprehensive exploration of the research topic, beyond the viewpoints of both the researcher and the informants.
2. **Age Range:** Informants aged between 17 and 25 years will be targeted. This range aligns with Hayani's (2017) classification of the transitional phase from adolescence to adulthood, capturing a crucial period of cultural engagement.
3. **Strategic Planner Involvement:** The interviews will focus on key personnel directly involved in strategic planning roles, specifically in Brand Relations, Digital Strategy, and Public Relations within Saung Angklung Udjo's social media operations.

The chosen interview method is informal in nature, guided by flexibility in data collection. This approach is coherent with the research's aim of gathering comprehensive and nuanced insights. Informal interviews allow for a deeper understanding of contextual nuances communicated orally. However, it's important to acknowledge potential limitations of this method, including the potential for interviewer bias and the requisite high-level communication skills necessary for effective information exchange.

Effective preparation for the interviews involves building rapport and sharing a clear research intent. Prior to initiating interviews, the researcher will ensure a thorough grasp of the subject matter, research objectives, and guiding questions, enabling effective engagement and eliciting multi-dimensional responses.

The first informant, Kang Ahadian Hadikusumah Soemawilaga, holds the role of Brand Relations at Saung Angklung Udjo and is responsible for marketing communication. The second informant, Teh Lia Fahlevi, is a strategic planner and public relations representative of the community, overseeing event management, promotions, and acting as Public Relations and Master of Ceremony (MC) during events. Lastly, Kang Puji Yanandra, the Digital Strategist & Owner, serves as the third informant, overseeing media relations, press releases, content conceptualization, and online reputation management on social media platforms, thus contributing to the dynamic of the community's cultural communication strategy.

RESULTS AND DISCUSSION

Results

Effective Communication Strategy Formulation by Saung Angklung Udjo

Saung Angklung Udjo has developed a well-designed communication strategy, transforming it into an effective marketing communication strategy. Machfoedz (Machfoedz, 2010) in the book "Modern Marketing Communication" emphasizes that an effective marketing communication strategy entails both content and form. He elaborates, "At the core of communication lies information that marketers anticipate will elicit direct responses from consumers. An effective strategy involves the formulation of a message. This commences with a messaging strategy, involving the design of message content and form, followed by the selection of a target market segment. The market must be reachable, enabling successful communication to the audience. Consequently, the objective is to trigger purchases and consumer behaviors within the target market."

Kang Puji Yanandra, the Digital Strategist at Saung Angklung Udjo, highlights the importance of clear procedural structure in formulating messaging strategies. He notes, "Certainly, the process of communicating something involves defining what needs to be communicated. Our strategy revolves around determining objectives, target market, and suitable channels. For formal events, we usually target government or corporate audiences

and adhere to timing and guideline protocols. We ensure our content aligns with our established guidelines and language, adhering to the formal or informal context. For instance, the use of hashtags has evolved due to changes in social media algorithms, especially on platforms like Instagram."

Saung Angklung Udjo's communication strategy targets a diverse demographic, ranging from millennials to the elderly. Their messaging strategy is meticulously designed by the team, focusing on a clear and precise point of emphasis. The primary step in target market determination involves selecting suitable tools, such as media channels, and tailoring the message's contextual nature (formal or informal).

Moreover, considerations are made regarding whether the message is relevant for governmental, corporate, or general audience consumption. The pivotal aspect lies in transforming words into visual content, capturing cultural essence, amidst the influx of Western culture. Additionally, strategic timing is crucial, utilizing social media algorithms. The content adheres to predefined guidelines, avoiding straying into sensitive areas or derogatory content. Saung Angklung Udjo adopts a storytelling approach, narrating history, events, education, and cultural elements, resulting in increased engagement, reach, and followership.

Information Communication and Meeting Consumer Needs

Machfoedz (2010, p. 28) asserts that communication content incorporates various elements and objectives (communication objects). He explains, "Marketers can have multiple goals or objectives within communication content, each necessitating distinct media for conveying specific messages. However, each object reflects specific consumer needs during the same purchasing process phase. This establishes the rationale for employing similar information tactics across different objects. Hence, communication content must cater to consumer information needs, providing consumers with alternatives that enhance their engagement with the products offered."

Kang Puji Yanandra reiterates the importance of literacy and data-driven approaches in communication content development. He emphasizes, "Yes, indeed, effective communication involves determining what needs to be communicated. Our strategy hinges on objectives, target market, and suitable channels. For formal events, targeting government or corporate audiences, we adhere to timing and guidelines. Our visual content aligns with our guidelines, both in terms of language and formality. For informal contexts, we depart from formal norms. We do employ hashtags, but considering shifts in algorithms, we don't overuse them on Instagram."

Machfoedz's statement aligns with Kang Ahadian Hadikusumah Soemawilaga's approach, wherein a tailored communication strategy is essential through appropriate channels and target demographics. The understanding of communication content involves identifying the intended recipients such as millennials, elderly, or both (Alvin, 2022; Octora & Alvin, 2022), and delivering the message in a formal or informal manner (public audience or institutional use). All these considerations must adhere to guidelines, ensuring the content's role and intent are clear, while avoiding tangential, offensive, or derogatory elements. The success of this approach is evident in transforming Angklung into a recognized and celebrated indigenous Indonesian culture, as confirmed by Kang Ahadian Hadikusumah Soemawilaga's statements.

Creative Strategy by Saung Angklung Udjo

Saung Angklung Udjo's creative strategy focuses on establishing an informational appeal, primarily through celebrity endorsement in advertising messages. This communication approach is exemplified by a collaboration with local authorities, including

Mr. Ridwan Kamil, the Governor of West Java. The "SWJ Ambassador" program aims to inspire and promote tourism and creative economy, supported by Mr. Sandiaga Uno, the Minister of Tourism and Creative Economy of the Republic of Indonesia.

In Figure 1, the researcher documented the "Smiling West Java" banner displayed at the entrance before ticket counters, featuring an image of Governor Ridwan Kamil.



Figure 1. Smiling West Java

This strategic communication tactic encourages visitors to take selfies and share them on social media platforms. During the event, Governor Ridwan Kamil conducted training for content creators and photographers, fostering the tourism and creative economy sector in West Java. Through the "Smiling West Java Ambassador" program, 108 content creators, including Saung Angklung Udjo, promoted tourism destinations and creative products on Instagram. Teh Lia Fahlevi, the strategic planner and public relations representative, highlights the emotional allure incorporated into factual messages. She explains, "Alhamdulillah, it's true. It has been almost claimed, prompting swift UNESCO recognition and the support of Indonesians. Angklung is not just limited to West Java; now Angklung represents all of Indonesia."

Saung Angklung Udjo further employs informational and transformational emotional appeal, effectively influencing viewers' perceptions through factual data and impactful statements. This approach yields success in conveying messages creatively, particularly in factual messages. Kang Ahadian Hadikusumah Soemawilaga emphasizes that continuous emphasis on Angklung's cultural significance and its UNESCO recognition on November 16, 2010, reaffirms its status as an authentic cultural heritage of Indonesia, dissolving misconceptions. Teh Lia Fahlevi underscores the importance of emotional appeal in forming communication strategies. She stresses that this serves as a means to garner support, crucially preserving Angklung's cultural heritage from claims by neighboring countries.

Media Selection

The selection of an appropriate communication medium involves Saung Angklung Udjo's communicators or community members choosing between personal and non-personal communication channels.

Kang Puji Yanandra, Saung Angklung Udjo's Digital Strategist, notes that media selection is integral to an effective communication strategy. He states, "I also manage a media business outside Udjo. I created 'Info Wisata Bandung,' a relevant media entity. This is indeed part of Saung Angklung Udjo's strategy, relevant to Bandung's tourism. I established an online media presence, namely @InfoWisataBandung, to assist in boosting our reach. However, we don't play favorites; we also promote other tourism destinations in Bandung."

This aligns with Machfoedz's theory (2010, p. 6), emphasizing the communicator's role in selecting communication channels, either personal or non-personal. This research identifies an effective non-personal communication strategy employed by Kang Puji Yanandra, who established the Instagram account @infowisatabandung, unrelated to Saung Angklung Udjo. With 82.2 thousand followers and 308 posts, the account aims to popularize tourism in Bandung, often indirectly promoting Saung Angklung Udjo. This effectively complements Saung Angklung Udjo's communication strategy, as it strategically boosts reach, engagement, insights, and Instagram followers.

Discussion

The presented findings shed light on the effective communication strategies employed by Saung Angklung Udjo, a cultural community dedicated to preserving and promoting traditional Indonesian music and heritage. Through a comprehensive analysis of their communication practices, this study unveils a series of insights into their success in engaging audiences, enhancing brand awareness, and countering potential cultural appropriation in the digital era (Mettasatya, 2018).

One of the key takeaways from this research is Saung Angklung Udjo's adeptness in formulating a well-designed communication strategy that seamlessly integrates cultural preservation with modern marketing techniques. By strategically blending content and form, Saung Angklung Udjo tailors its messaging to resonate with diverse audiences. This aligns with Machfoedz's (2010) assertion that effective marketing communication encompasses both content and form, and the core of communication lies in eliciting direct responses from consumers.

The insights shared by Kang Puji Yanandra, Saung Angklung Udjo's Digital Strategist, highlight the significance of a clear procedural structure in shaping messaging strategies. His emphasis on determining objectives, target markets, and suitable channels mirrors Machfoedz's principles, underlining the importance of precise message design. This strategic alignment ensures that the messages are delivered effectively, with formal and informal variations, to the intended audience (Schweidel et al., 2022). Furthermore, Saung Angklung Udjo's storytelling approach and utilization of various media platforms exemplify the practical application of Machfoedz's theories in real-world scenarios.

Another noteworthy finding is Saung Angklung Udjo's ability to meet consumer needs through targeted information communication. The notion of adapting content to fulfill different communication objectives, as highlighted by Machfoedz, resonates with Saung Angklung Udjo's approach. Their diverse messaging strategies cater to a range of objectives, such as promoting tourism and advocating for cultural heritage. This aligns with Kang Puji Yanandra's emphasis on literacy and data-driven approaches in crafting communication content. The strategic alignment of content with specific objectives ensures that Saung Angklung Udjo delivers messages that cater to the informational needs of their consumers.

Moreover, Saung Angklung Udjo's effective emotional appeal, as expressed by Teh Lia Fahlevi, Strategic Planner and Public Relations representative, reinforces Machfoedz's assertion that communication content should address specific consumer needs. This emotional allure, combined with factual data, allows Saung Angklung Udjo to create a profound impact on their audience. By successfully conveying the cultural significance of Angklung, Saung Angklung Udjo engenders a stronger connection between the audience and the cultural heritage they aim to preserve.

Saung Angklung Udjo's innovative approach to communication involves the strategic utilization of various media platforms. The collaboration with local authorities, as exemplified by the "SWJ Ambassador" program, showcases their ability to creatively engage audiences through celebrity endorsement. This strategy resonates with Machfoedz's notion of

employing various media to convey specific messages tailored to different objectives. Saung Angklung Udjo's commitment to engaging both traditional and digital channels underscores their versatility in ensuring the broad dissemination of their cultural message.

The media selection process, elucidated by Kang Puji Yanandra, reinforces the principles outlined by Machfoedz. The deliberate choice of communication channels, whether personal or non-personal, allows Saung Angklung Udjo to extend their reach and appeal. The creation of the @InfoWisataBandung Instagram account provides an insightful case study, where an indirect promotion of Saung Angklung Udjo's endeavors complements their overarching communication strategy (Businesswire, 2012; Winata & Alvin, 2022). This aligns with the research's broader implications, highlighting the interplay between strategic communication and digital platforms in promoting cultural heritage.

The findings of this study have significant implications for the preservation and promotion of cultural heritage in the digital age. Saung Angklung Udjo's adeptness in aligning traditional art forms with contemporary communication strategies offers a valuable model for other cultural communities seeking to safeguard their heritage (KIRCOVA et al., 2020). By effectively leveraging emotional and factual appeals, Saung Angklung Udjo not only preserves their cultural identity but also engages and educates diverse audiences.

Furthermore, Saung Angklung Udjo's success in countering potential cultural appropriation through strategic communication underscores the power of effective messaging. Their proactive approach to conveying the authenticity and significance of Angklung serves as a valuable lesson for cultural communities facing similar challenges. By tailoring messages to address specific consumer needs and emotions, Saung Angklung Udjo has established a robust defense against cultural misrepresentation.

CONCLUSION

The research delves into the strategic communication practices of Saung Angklung Udjo, revealing a dynamic and effective approach to preserving and promoting traditional Indonesian culture in the digital age. By aligning with Machfoedz's principles of communication, Saung Angklung Udjo crafts a multifaceted strategy that intertwines cultural preservation with modern marketing techniques.

The study underscores the significance of Saung Angklung Udjo's strategic communication formulation, which harmonizes content and form to engage diverse audiences. The insights provided by Kang Puji Yanandra showcase a meticulous process of strategy development, emphasizing clear objectives, target markets, and tailored messaging. Saung Angklung Udjo's storytelling approach, coupled with an array of media platforms, effectively translates theoretical principles into practical success.

Furthermore, the research highlights Saung Angklung Udjo's adeptness in addressing consumer needs through precise information communication. By intertwining emotional appeal and factual data, Saung Angklung Udjo effectively conveys cultural significance, creating a meaningful connection between audience and heritage.

The creative strategy and media selection strategies employed by Saung Angklung Udjo exemplify Machfoedz's theories, showcasing the community's ability to creatively engage audiences and counter potential cultural appropriation. The @InfoWisataBandung Instagram account case study illustrates the symbiotic relationship between traditional and digital channels in reinforcing their cultural message.

Ultimately, this study's implications extend beyond Saung Angklung Udjo, offering a valuable model for cultural communities seeking to safeguard their heritage and engage broader audiences. By fusing traditional and contemporary communication methods, Saung Angklung Udjo showcases the power of strategic communication in preserving cultural identity and countering misrepresentation. In the ever-evolving digital landscape, Saung

Angklung Udjo's success story stands as a testament to the potential of effective communication in celebrating and sustaining cultural heritage.

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