



## **Cultural Powerful Youth: Interconnection of Local Wisdom and Cultural Industries through the MIC Strategy at the Sekaten Ceremony**

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**ABSTRACT**

Maximizing the cultural potential exists in the DIY region, especially Kraton as a culture-based tourist destination, requires collaboration between government, private sector and local communities. Media Communication as a alternative pillar for developing the promotion of culture to the international to penetrate imaginary cultural boundaries. (Mele,Cantoni,2017). The elements of tourist destinations Kraton are quite complete,friendliness,full-value and upholding local culture are the main attractions for local and international tourists. Through the good cooperation,The Sekaten ceremony will stand strong amidst the onslaught of foreign culture by empowering youth, because it has great potential cultural sector in the digital era.The strategy in this research uses integrated marketing communications (IMC) by combining advertising,direct sales marketing,public relation and digital marketing. This research aimed to find out the potential of youth in cultural promotion and developing it in the challenges of modern era to international.Using literature search methods and direct interviews studies,this research presents data integrated between creative and cultural industries. The results of this research show that youth agents are not only connoisseurs of the cultural market,but more than that; who have penetrated the boundaries of unconsciousness the hyperreality stage and initiated the birth of creative cultural industry.

**Keywords:**Cultural Industries, Creative Industry, Integrated Marketing Communications

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## INTRODUCTION

The word of "Culture" can be refer to a collection of traditions, norms, values, beliefs, habits, language, art and other elements that are continuously developed and preserved by a group of people hereditary. Culture and history are important for the purpose of attracting visitors and scope of cultural tourism (Timothy, 2011). Culture includes lifestyles and worldviews that are passed down from generation to generation. It covers various aspects of human life, such as how to communicate, dress, cook food, celebrate, and create works of art. Culture can be complex, and each community group can have unique cultural characteristics. Culture also plays an important role in forming individual and ethnic group identities, including contributions to the social, political and economic development of a society. the importance of cultural identification in cultural preferences towards the values of modernization and globalization forces the promotion of cultural heritage tourism (Goodrich ; De Mooij, 2014)

Culture is not only limited to the national level, but can also be local or subcultural; even international. One of the characteristics of culture is that it is dynamic and always changes over time. Intercultural interactions and technological developments often influence changes in culture. (Rosana E. 2017). Globalization has influenced the way cultures spread and interact throughout the world, causing the mixing of cultural elements from different parts of the world. Tourism promotion is not characterized by a homogeneous culture, it is something that interconnected with others. (Mele., 2021).

Yogyakarta Palace culture experiences various influences and adaptations to remain relevant while interacting with current developments. Despite modernization, efforts to preserve traditions and traditional ceremonies at the Yogyakarta Palace are still carried out sacredly. This involved the ruler and his subjects in maintaining religious rites and ceremonies. The royal family and surrounding community institutions are often involved in community development activities. This creates a balance between maintaining traditions and making a positive contribution to the development of modern society. In addition, the important role of youth in influencing the modern world (Susilawati, 2019) The use of social media and digital technology has helped promote and disseminate information about the culture of the Yogyakarta Palace more widely. This also creates an opportunity to introduce cultural values to international audiences. As a major tourist attraction, the Yogyakarta Palace plays an important role in the tourism industry. Efforts are being made to promote the Palace's cultural heritage as an attractive tourist destination, while maintaining its authenticity and traditional values. Especially the Sekaten culture, one of the cultural traditions at the Yogyakarta Palace which has high cultural preservation value. This tradition is related to the celebration of the birthday of the Prophet Muhammad SAW and is held every year in the month of Maulud, Hijriah calendar.

Communication media is a very effective tool in developing the promotion of Sekaten culture and other cultural products to the international arena. Utilizing various communication media platforms can help build a positive image of culture and cultural products, as well as expand promotional reach to the international level. It is important to combine various strategies, so that messages can reach the target audience in the most

effective and engaging way. One strategy is the application of Integrated Marketing Communication (IMC) to Yogyakarta Palace culture with a focus on maximizing youth participation, which can be a very effective strategy for maintaining the sustainability and relevance of traditional culture. The IMC strategy was designed specifically for the culture of Sekaten Kraton Yogyakarta to optimize the effectiveness of marketing communications to reach local and international target audiences with youth as the driving force. This journal positions itself as a journal link that supports Keraton's marketing communications media strategy with existing data in the field.

Some previous research that I can quote includes the first related research building relationships with the media is very important for public relations practitioners. Their success in carrying out PR tasks in order to reach the attention of audiences is largely determined by their understanding of strategies for building relations with the media as well as the intelligence and tactics of public relations practitioners in building relationships with media. Good relations with the mass media are built using the right communication strategy, namely the method used for smooth communication between public relations and the mass media. The good relations referred to here are good relations with media institutions and between public relations and journalists. A good relationship with the mass media is very important for public relations. Like an army going out to battle, he needs understanding and mastery of war strategy. Likewise with public relations practitioners, for the success of publicity, also requires understanding and mastery of strategies to build relationships with the media (Delfiana & Silvira, 2023)

The second research is related the changing landscape of the global economy has shifted towards digital technology. Therefore, the support for the national movement "Proud of Made in Indonesia" and "Proud Indonesian Traveling Movement" requires Ministry of Communication and Information Technology (KOMINFO) together with digital trading platform providers seek to encourage commercial areas, namely: villages or sub-districts which is still unreachable by 4 G signal coverage, to enlarge opportunities from digital technology through massive infrastructure deployment for Information and Communication Technology (ICT) in all important regions and destinations in Indonesia from 2021 to 2022 as well as mentoring programs for MSMEs and UMi, POKDARWIS, and DESWITA. Brangjan, one of the villages in the Semarang Regency area, is full of tourism potential. The beauty of the scenery of terraced rice fields is a natural wealth that can be processed into selling value products. In addition, its cultural diversity also has the opportunity to become superior potential. That is why, in order to raise a number of potentials it has as a Tourism Village Pioneer, promotion efforts are needed so that its existence can be exposed by potential tourists. Meanwhile, the existence of Tourism Village (DESWITA), which is inseparable from the presence of MSMEs as a driving force for the progress of tourist areas and their surroundings, makes both of them have to be observant in seeing the prospects of changes in the current economic landscape. Therefore, the STIEPARI Semarang Service Team held a mentoring program to support the acceleration of the digitization of Tourism Village (DESWITA) and MSMEs (Tutik et al., 2021).

The third relevant research concerns the lack of publications in manual or digital form causes a lack of information to tourists about tourism. The remote tourist village causes the public or tourists not to know much about the tourism potential. The purpose of this research is to help the community, especially in Bug-Bug Village, to promote tourism objects that are currently being promoted so that they can be promoted to local and foreign tourists. The potential for nature tourism in the village is the White Sand Beach

and the BaliHarmony Park Campground, Bukit Asah. This type of research is descriptive qualitative. The method used is to collect data from tourist sites. Then conduct direct interview sessions with leaders or elders in the village. Then after the product is finished, it will be tested for expert and content tests. The expected result in this research is that the resulting product can represent the thoughts and expectations of the community to help promote the development of tourism villages in the village. Through the testing process, it can be concluded that the media developed is suitable to be used to help promote tourist areas (Jiwa Permana & Wirayani, 2021).

Fourth research regarding east Kalimantan has a diverse regional tourism potential. Adequate promotion is needed in attracting tourists to visit in order to increase regional income. One potential tour is the Erau International Folk Festival or Erau International Folk Arts Festival (EIFAF) which is held every year in Tenggarong District. This activity was held other than as an effort to introduce cultural customs and local wisdom native to East Kalimantan. This study aims to determine what promotional mix variables that affect the interest of visitors to the Erau Cultural Festival. The population of this study was all visitors or tourists who came when the Erau celebration event took place from 22 to 30 July 2017 in Tenggarong District, especially visitors to the Mulawarman Museum, the King Kutai Kartanegara Grave Site, Ing Martadipura, Cultural Events, and the Kutai Lama Anggana Grave Site, which amounted to 678,686 visitor people. The sample are 100 respondents using the Slovin formula. This research is an explanative research using multiple regression test. The results showed that the promotion mix variables such as advertising, sales promotion, public relations in this study affected the interest of visitors to the Erau traditional cultural tourism except for individual sales which were not significantly influential. From the results of the study, it was suggested several things, namely the committee continued to improve services to tourists, and the regional apparatus and the people of Tenggarong district continued to play a role in supporting the successful implementation of the Erau traditional cultural tourism activities (Indriastuty, 2020).

The following previous research is related the city of Pekanbaru is a strategic area where the population is increasing and becoming a metropolitan city. The rapid development of Pekanbaru City is also reflected in the rapid growth of businesses in various places, with various business sectors. One of the most prominent efforts is the business in the culinary field. Almost in every corner of the culinary business available in the city of Pekanbaru with a variety of culinary choices. The great desire of culinary entrepreneurs in the city of Pekanbaru in carrying out their business, maintaining, developing to become bigger and then reaching the peak. In this case, three culinary ventures in Pekanbaru, namely Martabak Djoeragan, Mini Chef and Waroenk Baper, require marketing communication in the introduction of their culinary business to the community, not only as an introduction but also to maintain the existence of their business. This study uses quality methods. The results of this study indicate that the clinical marketing communication of the clinicians in Pekanbaru Kta through advertising activities, sales promotion activities, public relations and public relations activities, personal sales activities, direct marketing activities, event activities and experiences. Besides marketing communication is also associated with brand equity, which is seen from brand awareness and response to the brand. The use of New Media is very important in maintaining, introducing, and developing its business (Lani & Havifi, 2019).

Recent research regarding the decline in the size of the MSME sector's income in the food sector was caused by several factors such as uncertain economic conditions, the

infodemic phenomenon, and PSBB regulations that made people reconsider their choices in buying and eating out of the home. As business continues to be disrupted and customer consumption changes, MSME owners in the food sector are encouraged to ensure the continuity of their business by looking at new possibilities, and new business models and instilling a "New Normal" way for sustainability, as well as maintaining the existence of their business. The purpose of this study is to look at the role of integrated marketing communications for MSMEs in maintaining their existence during the COVID-19 pandemic. The method used in literature. The results show that marketing communication in increasing trust is supported by the use of New Media, especially on social media, including Facebook, IG, Twitter, TikTok, and so on. As a marketer, of course, you must be able to use New Media as optimally as possible in order to achieve your goals (Lani & Firdaus, 2022).

## **RESEARCH METHODOLOGY**

This study uses an exploratory qualitative research method with the main aim of asking young people to know appropriate strategies for cultural marketing and the role of young people in its implementation. Researchers and practitioners have agreed that the relationship must work in synergy when using information and communication technology (Egberts, Bosma. 2014). ). Previous research also shows that social media content selected for cultural promotion provides a more persuasive effect than culturally incongruent (standardized) conservative messages. (Sung et al., 2020). By using a comparative literature review as the main data collection technique, this research collected a tour guide in Yogyakarta who met the criteria for in-depth interviews and observations of both local and international tourists as supporting data so that it could be trusted. analyze how important young people are in an integrated and modern cultural marketing strategy so that conclusions can be drawn from this journal.

## **RESULT AND DISCUSSION**

### **A. Cultural Potential of Sekaten Jogja**

The Sekaten ceremony is a cultural tradition that takes place at the Ngayogyakarta Hadiningrat Palace. Sekaten's cultural potential encompasses many aspects, including religion, traditional customs and art. The Sekaten tradition was originally marked during the reign of the first Sultan Hamengku Buwono in the 18th century as a commemoration of the birthday of the Prophet Muhammad SAW every 12 Maulud. In it there are cultural arts performances, namely shadow puppet performances with certain acts being part of the Sekaten celebration, creating a unique artistic experience. Traditional arts performances, such as gamelan, dances and distinctive songs, enrich the cultural experience of the Sekaten celebration. The Sekaten celebration can be an attraction for tourists who want to experience Yogyakarta's unique culture and traditions. Many symbolic aspects accompany these traditional ceremonial activities (Spradley, 1997: 16-22).

For the wider community, the Sekaten ceremony tradition can be seen as an Islamic religious ceremony with Javanese colors, which brings a number of wisdom, blessings and good luck. For the palace, the Sekaten ceremony tradition can be seen as an Islamic religious ceremony to protect the Islamic religion in the country (kingdom), in accordance



with the Sultan's role as leader, religious administrator and representative of God in the world, as the title of the Mataram sultan stands for, namely Sultan Hamengku Buwono Nabdurrahman Sayidin Panotogomo Kalifatullah. The Sekaten ceremony is a type of ritual ceremony. In carrying out a ritual there are criteria, including: (1) a certain time for the activity, (2) a certain place for the activity, and (3) there is uba rampe that is served, for example offerings. The Sekaten ceremony is always held from the 6th to the 12th of Maulud, and the peak of the activity falls on the 12th of Maulud. The place where this activity takes place is in the north square of the palace. Even though the palace also has a kidul square, it has never been used for this activity. The offerings displayed are mountains and a number of ceremonial objects. This is because the Sekaten area, which has a commercial smell, fills the north square of the Yogyakarta palace. People who come to this place prefer to walk around while shopping and have fun with children enjoying various games. Because of its commercial vibes, people call it the "Sekaten night market", even though many people visit it during the day to buy whatever is in this area. Everyday in a full month of Sekaten, the Sekaten ceremony celebration is open from 8 a.m. to 12 p.m.. In fact, every Sunday, tourists from outside the Special Region of Yogyakarta Province who visit the palace also take advantage of their time to see the night market that takes place in the north square or "alu-alun utara". One of the requirements for a ritual ceremony is the presence of complete ubarampe (equipment) used in a ceremony. This Ubarampe absolutely must be present, even if the object is rare enough to be presented, because without this requirement, the ceremony cannot be held/sacred.

Traditionally, the ceremonial tools referred to are gunungan, ceremonial objects and royal heirlooms. Gunungan is a form of greeting dish which is specifically made to be used as a national greeting in every garebeg ceremony (Sularto, 1993: 57). Gunungan comes from the word of "gunung", or means like a mountain, imitating the shape of a mountain. Judging from its appearance, gunungan is a form of offering for salvation (kenduri) which is specifically made to be served at a state celebration event at the Javanese Islamic palace. Likewise, what happens in the Sekaten ceremony at the Yogyakarta palace is that mountains are always made whose ingredients consist of rice flour cakes, kanthil flowers, boiled eggs, jasmine flowers, salted eggs, beans and red chilies. The mountains are placed on a giant tray measuring 1.5 x 2 meters. The height of the mountain itself is around 1.5 meters in a conical shape. On the tray, apart from placing the mountains, the edges are decorated with twelve tumpeng rice. Based on the worship of ancestral spirits, Javanese people make offerings in the form of tumpeng rice as a symbol of a mountain. Gunungan and its contents, as described as kayon (tree of life) or also called gunungan in wayang kulit performances, is a picture of worldly life and spiritual life in which God Almighty determines all activities in the universe (Choy, 1977: 28). Of course, the power of the mountains attracts many people to get whatever is in the mountains to take home and eat with their families. In the agenda of the Sekaten ceremony series, visitors from various levels of society were seen fighting over mountains of material in the form of rice flour cakes, jasmine flowers, kanthil flowers, boiled eggs, salted eggs, long beans and red chilies, which is usually called a festive event.

The results of the celebration have magical powers. For farmers, the rayahan produce is thrown into the rice fields in the hope that the fields will become fertile. For traders, the results of the celebration are placed in the corner of the shop in the hope that their merchandise will sell well. Visitors ranging from children to grandparents filled the stands. Most of them come to the celebration to enjoy entertainment while shopping as needed. Furthermore, there were some of them who came with the aim of receiving

blessings from Sultan Hamengku Buwono. Even people from outside Yogyakarta by bus and transport come to the north square of the Yogyakarta palace with the aim of getting blessings from Sultan Hamengku Buwono. What they usually do in this activity is buy savory rice and red eggs which are believed to contain many blessings and good fortune from the Sultan. From here we can see the huge potential

## **B. Integrated Marketing Communication in Sekaten Culture**

Integrated Marketing Communication (IMC) is a strategic approach to integrating all marketing communication elements to achieve consistent business goals. When it comes to cultural marketing of Sekaten, which is a cultural festival in Yogyakarta, Indonesia, IMC can be an effective tool to increase awareness, participation and community involvement. All elements of marketing communication must be carried out in an integrated manner, both integrated in the sense of the program and integrated in the sense of the subject and object of the actor so that the communication that occurs is two-way communication. (Santi, S. 2013) The youth generation can be work to involves managing communication and building relationships to promote understanding, appreciation, and engagement with cultural initiatives, events, and organizations. This is the function of public relation in MIC strategy's elements. Public relation is the activity to do research, formulate, implement and developing various models of communication for internal or external side (Ortega,2023) Cultural Marketing certainly requires a special strategy to be more effective and controlled. The following are several IMC strategies that can be implemented

1. Active Social Media Platforms To reach widely audiencelocal or internatonalpromoting culture through thre socal mediaisto create and manage the official Keraton culture social media platform with interesting and relevant content for youth. Young people tend to be active on social media, and push them in online discussion can increase cultural awareness and be proud of it.
2. Creative and Interactive Content: Short videos, online quizzes, or applications that combine elements of Keraton culture with modern technolog could develop creative and interactive content that is accessible to youth generation and all categories age.
3. Collaboration with Youth Influencers Collaborate with influencers or artist figure who are popular around youth community to introduce Keraton culture. Their involvement great and creative idea can increase the appeal and sustainability of cultural messages.
4. Special Events and Performances for Youth Hold special events or performances designed to attract young people, for example music concerts, contemporary art exhibitions, or creative festivals at alun-alun kidul that combine tradition with modern style.
5. Youth Education and Engagement: Develop education and engagement programs that target youth to understand and appreciate the cultural values of the Palace. This could be a workshop, seminar, or volunteer program involving youth.
6. Mobile Application for Cultural Education; Create a mobile application that provides educational information about Keraton culture. This application can contain tourist guides, traditional stories, or interactive educational games.
7. Competitions and Awards: Organizing art, design or other creative work competitions involving youth. This can provide additional motivation for them to contribute to promoting and preserving Keraton culture.

8. Youth Use of Language and Communication Style; Adapt language and communication style to suit youth preferences and communication habits. The message must connect with them directly and motivate participation.
9. Partnership with Educational Institutions; Develop partnerships with educational institutions, such as schools and universities, to integrate Keraton cultural education in the curriculum or extracurricular activity programs.
10. Use of Augmented Reality (AR) or Virtual Reality (VR) Technology: Leverage AR or VR technology to create interactive experiences that combine cultural traditions with modern elements as example in Sonobudoyo Museum, they held a game Virtual Reality Jemparingan (an traditional archery from Javanese Culture). They are provide the guide team to explain how to play, virtual game show gamelan and the other creative interactive game which make tourist not bored to learn traduiton and culture.

This can create an engaging experience for youth. Through a combination of IMC strategies that reflect the interests and preferences of youth, Keraton culture can be more easily accessed and appreciated by the younger generation. The harmonizing between media was very significant for the success of conveying messages or information about (Muharani, 2023). This approach not only raises awareness, but also creates stronger and more sustainable involvement among youth in safeguarding cultural heritage.

### **C. The Role of Youth in Integrating Culture into the World**

The younger generation has the potential and capacity to develop local wisdom and culture as a result of advances in science and technology. However, the challenge to maintain local wisdom values is increasing. The increasingly massive influence of globalization colors the dynamics of the lives of the younger generation, of course having the potential to erode the cultural values that are absorbed in daily behavior. Globalization presents major challenges to the nation's cultural identity and noble values (Mayhand, 2020). The younger generation is not an object of globalization who is easily trapped by false freedom and enjoyment. It is a very valuable national asset and plays an important role in preserving local arts and culture. In the digital era, Media public institutions contribute significantly to the entertainment industry by producing and disseminating content such as movies, music, television shows, and online streaming content.

These forms of entertainment play a crucial role in shaping cultural narratives and providing a source of enjoyment and relaxation for audiences. (Syaputra, 2023). If the younger generation has awareness and commitment to preserving local arts and culture, this nation will be respected by other nations. For this reason, the younger generation must have the courage to fight against the onslaught of global culture which seeks to tarnish the sacredness of local culture which is inherent in people's lives (Wibowo, 2007: 25). The creative economy in Indonesia itself, based on Presidential Regulation (Perpres) Number 72 of 2015 concerning amendments to Presidential Decree No. 6 of 2009 concerning the Creative Economy Agency (Bekraf), has classified the creative economy subsectors into 16 creative economy subsectors, namely: application and game development, architecture, interior design, visual communication design, fashion product design, film, animation and video, photography, crafts, culinary, music, publishing, advertising, performing arts, fine arts, television and radio. So those who are most effective in labeling cultural promotion agents are young people. Young generation must be packaging the Sekaten ceremony with a fresh element, as well as the actions taken, it



will certainly bring Yogyakarta Palace Culture to a higher place in the hearts of tourists locally or internationally.

## CONCLUSION

Based on data from a questionnaire distributed to visitors to the Yogyakarta Palace, both foreign and interlocal tourists are more interested in art performances that contain regional symbols. As many as 60% wanted more cultural interaction, for example: during the distribution of “Gunungan” and wayang puppetry during Sekaten. Also, the interaction between the community, especially youth, and tourists when selling around the event (for example, face to face), helps explain the meaning of the sacred symbols of the Yogyakarta sekaten ceremony; or digitally, namely promoting Yogyakarta culture on social media. So, the youth must to have IMC strategy include two ways communication that it can helps Sekaten tradition sustainable.

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