

CHAPTER I

INTRODUCTION

1.1 Background

Indonesian culture has undergone significant changes from time to time along with the dynamics of society that continues to develop and adapt. The rapid flow of globalization is accelerating these changes in various aspects of life (Nahak, 2019). Culture as one of the nation's identities reflects people's perspectives and lifestyles in living and interpreting daily activities (Aprianti, 2022). According to Azima (2021), culture is a guideline of behavior that is inherited from generation to generation and shapes people's outlook on life. However, advances in information technology facilitate the entry of foreign cultures, which are often adopted without filtering, thereby weakening the function of local culture as a filter and protector of national identity. This phenomenon presents a serious challenge in maintaining indigenous cultural values in the midst of strong foreign cultural influences.

The young generation of Indonesia now shows a tendency to be more interested in foreign cultures such as Western and Korean cultures, so Indonesian culture is often considered "outdated" (Hamisa et al., 2023). This condition is reflected in the increasing consumption of foreign popular culture, such as fashion styles, dramas, and music, which are not always in line with Indonesian social norms. The Korean cultural wave or Korean Wave even dominates the tastes of the younger generation through music, movies, dramas, and idol groups (Wulandari et al., 2022). As a result, interest in learning and preserving Indonesian culture is declining, threatening the sustainability of traditional arts such as *tembang macapat* (Mulyadi, 2021). This situation shows the gap between the actual conditions and the expected ideal conditions, namely the young generation who love and revive the local culture.

Tembang macapat is a form of traditional Javanese art that has an important position in Indonesian culture. As a Javanese poetry or oral literature that is full of cultural values, *tembang macapat* has a distinctive structure in the form of *Guru Gatra* (stanza), *Guru Wilangan* (number of syllables), and *Guru Lagu* (rhyme) which form a unique rhythmic pattern and convey a profound message (Anto et al., 2019; Novianti, 2018). This structure creates a unique rhythmic pattern and serves to convey a profound message in a harmonious way. The beauty of the *macapat* song does not only lie in the arrangement of words, but also in the philosophy contained in it. With a neat and meaningful structure, *tembang macapat* presents a different and unique art form compared to other sound arts, as well as depicting the richness of Javanese literature. However, in the midst of modernization, this art is increasingly losing its place in the

hearts of the community. Therefore, serious efforts are needed to maintain and revive this art as a cultural heritage of noble value.

One of the communities that plays a role in the preservation of the macapat song is the Sidoarjo Kinanthi Macapat Association. This community was founded by Marine Colonel (P) Ari Krisdiyanto, S.E., M.Tr Hanla., M.Tr (Han)., together with Sidoarjo cultural experts, with the mission of keeping the cultural heritage of Tembang Macapat from being lost in the midst of the rapid flow of globalization. Located in Kramat Jegu Village, Sidoarjo, this group routinely holds training in singing the macapat song, dissecting its teaching values, and participating in art performances at the Sri Manganti Ward of the Ngayogyakarta Hadiningrat Palace on a regular basis every 3 months, workshops with expert speakers, seminars, and focus group discussions at certain times. These activities are clear evidence that the local community is still committed to preserving culture.

Nevertheless, the Kinanthi Macapat Sidoarjo Association faces the challenge of regeneration. Based on initial talks with the community's founders while attending cultural events, the number of members is relatively stagnant and dominated by the elderly, while the interest of the younger generation continues to decline. So far, promotion has only relied on the dissemination of information from word of mouth of association members and pamphlets on WhatsApp, so that it is less effective in reaching a wider audience, especially the younger generation who are generally more active on social media and other digital platforms. The sustainability of the association and the Macapat song can be guaranteed.

Brands have an important role in building an organization's image and values and creating an emotional connection between the brand and the audience. In the context of culture, a brand is not only limited to identity, but also the value that is intended to be conveyed to the public (Purwanto et al., 2024). Effective brand efforts include visual identities in the form of logos, colors, logo designs that are consistent, unique, and easily recognizable, thereby increasing brand awareness or public awareness of the brand (Sugiarto, 2019; Adwitiya et al., 2024). With a targeted brand strategy, an organization can expand its reach and strengthen its reputation in the eyes of the audience (Syahrullah, 2023).

In the case of Paguyuban Kinanthi Macapat Sidoarjo, the development of a strong and memorable brand identity is needed to expand the reach and attract the interest of the younger generation to the art of tembang macapat. A consistent and relevant visual identity is expected to be able to expand the reach of the association and attract the interest of the younger generation in the art of tembang macapat and become a bridge between traditional culture and modern

audiences. By building a solid image through a targeted brand strategy, this association has a great opportunity to strengthen its existence in the midst of global cultural competition and gain support from various circles. A strong brand can also influence consumers' perception of a brand's quality, reliability, and reputation, which in turn can have an impact on business success and sustainable growth (Syahrullah, 2023).

In the brand identity process for Paguyuban Kinanthi Macapat Sidoarjo, promotions that are packaged in a modern way without abandoning the essence of tradition will help introduce *tembang macapat* to a wider audience and encourage the involvement of the younger generation. Through strong visual design, the use of social media, and educational collaborative activities, it is hoped that awareness and appreciation of local culture will be built. These efforts are an important step to ensure that *tembang macapat* remains sustainable, relevant, and passed down to future generations as an integral part of Indonesia's cultural identity.

1.2 Problem Identification

The identification of problems raised from the background of this research can be formulated as follows:

- A. The lack of knowledge of the Young Generation about *Tembang Macapat*. According to the questionnaire that has been distributed, *Tembang macapat*, as part of Indonesia's cultural heritage, is increasingly losing interest, especially among teenagers. The younger generation tends to be more interested in foreign culture which is considered more modern and attractive, so their interest and knowledge of local traditional arts is decreasing.
- B. Limitations of Targeted and Attractive Promotional Media for the Young Generation. Based on the results of an interview with the founder of Paguyuban Kinanthi Macapat Sidoarjo, the promotional media that is currently used, such as the dissemination of information through WhatsApp and word-of-mouth marketing, is considered less effective in reaching and attracting the interest of teenagers. Promotional media that is more creative and relevant to the younger generation is needed.
- C. Lack of Strong and Consistent Brand Identity. Observations show that Paguyuban Kinanthi Macapat Sidoarjo does not have a solid and consistent brand identity. This results in limited recognition and recognition from the public, especially among

teenagers, which further reduces the appeal of this community in the midst of increasingly fierce cultural competition.

- D. Competition with Foreign Cultures That Are More Popular Among Teenagers. Based on the results of an interview with the founder of *Paguyuban Kinanthi Macapat Sidoarjo*, they face a great challenge in competition with foreign cultures, which offer visual and musical entertainment that is more appealing to the younger generation. This condition makes local culture, including *tembang macapat*, less in demand among young people.

1.3 Problem Formulation

Based on the description of problem identification described by the researcher above, some problem formulations that can be written by researchers are as follows:

"How to design a unique and attractive brand identity for the Kinanthi Macapat Sidoarjo Association in order to increase awareness and interest of teenagers in the macapat song?"

1.4 Problem Limitations

Based on the background and also the identification of the problems that have been written above which are very broad, the problems chosen will be limited by the researcher to be more focused.

1. Brand Identity *design*, such as logos and *Graphic Standard Manuals* for the Kinanthi Macapat Sidoarjo Association.
2. Designing the right promotional media for the Kinanthi Macapat Sidoarjo Association to attract a teenage audience by using Instagram media.

1.5 Purpose of Planning

The purpose of this design is:

1. Developing *a unique, attractive, and representative* brand identity for *the Kinanthi Macapat Sidoarjo Association*, so that it can reflect the values and beauty of the macapat song and increase recognition among teenagers.
2. Create creative and innovative promotional media, which can attract the attention and interest of teenagers to the macapat song.

3. Designing *a suitable brand* to increase public awareness, especially teenagers, towards *the Kinanthi Macapat Sidoarjo Association*.

1.6 Benefits of Planning

The design of the Brand Identity of the Kinanthi Macapat Sidoarjo Association is expected to bring benefits to all parties such as:

A. Academic Benefits

1. Adding insight and academic literature on *brand identity design* and promotion of traditional culture.
2. Provide an opportunity to apply the theory that has been learned by the author in providing innovative and effective promotional strategies.

B. Practical Benefits

1. Increasing adolescents' awareness and appreciation of traditional arts and culture, especially *tembang macapat*.
2. Encouraging the preservation of local culture by involving the younger generation as the successor of cultural traditions in Indonesia.
3. Strengthening the identity and image of the Kinanthi Macapat Sidoarjo Association, so that it can be better known and appreciated by the wider community.

1.7 Framework of Work

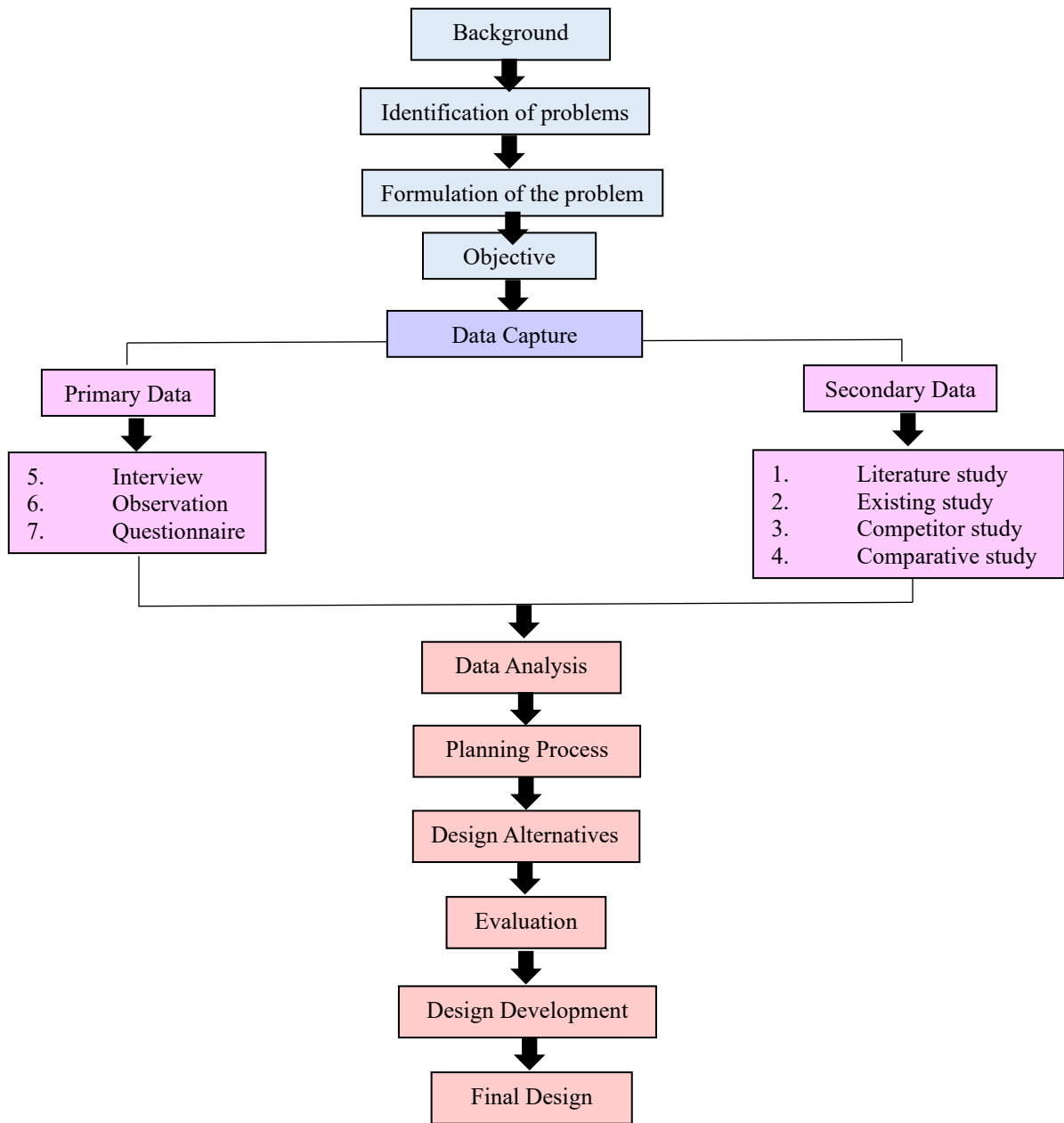


Figure 1.1 Frame of Mind

Source : Personal Data