

# Iwan Tirta's Batik Campaign for Indonesian Millennials

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# 1 Iwan Tirta's Batik Campaign for Indonesian Millennials

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1 **Abstract.** Batik is an intangible cultural heritage by United Nations Educational, Scientific, and Cultural Organisation (UNESCO) on October 2, 2009. Now in the modern fashion world, batik not interesting for millennials, because they think batik is something old. Iwan tirta as company that is concerned with batik, to understand why batik not interesting anymore, batik have classic pattern that make batik to look old. Through a Public Relations campaign management program for millennials, Iwan Tirta wants to convey the impression of more batik modern. The purpose of this study is to find out (1) Analysis of Public Relations Campaign Problem, (2) Public Relations Campaign Planning, (3) Implementations Of Public Relations Campaign, (4) Public Relations Campaign Evaluation. The theory used in this study is the theory of campaign management from Anne Gregory. This study uses a qualitative descriptive approach, data collection techniques using field interview, observation, and documentation with informants. To test the validity of the data, the source triangulation test was carried out. Data analysis technique include data reduction, presentation, and conclusions. The results of this study show that the problem analysis process is carried out by observing the phenomena that are happening in the surrounding environment. The planning process is carried out to find goals and strategic. The process communication by using public figure and social media. Evaluations of this campaign by looking at the increase PT. Iwan Tirta's Followers and insight on Social Media.

**Keywords:** management campaign · public relations · millennials

## 1 Introduction

### 1.1 Background of the Problems

Batik is part of the Java art based on the philosophy of spiritual discipline, and batik is an age-old tradition [1]. Batik has been designated by UNESCO as its Indonesia cultural heritage on October 2, 2009. Batik is the art of drawing on the fabric for clothes. "amba" means write and "nitik" means period. Which means write a dot with a candle. The dye on the cloth using a small clearing that suggest that someone is making dots. Batik is not just a cultural heritage, it is a highly valued work of art. Some businesses have made batik a high-value masterpiece. Batik too has become the official clothing of government officials in the cabinet congregation and other cabinet programs. This

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suggests **the** growing luxury **of** batik cloth. Batik fabric that has an expensive monetary value is preferred by officials and the premium class consumer, one of the brands of batik premium is PT. Iwan Tirta.

PT. Iwan Tirta was founded by Nursjirwan Tirtaadijaja or people known by Iwan Tirta, born in Blora, 18 April 1935. He studied batik after being invited by John D Rockefeller III when he returned to Indonesia. In 1974 Iwan Tirta designed batik for women and exhibited it in several countries in Asia, Europe, the United States, and Africa. Iwan Tirta's journey as a batik designer is fairly easy because of the various research he has done. As one of the companies that preserve Indonesian culture, especially batik, PT. Iwan Tirta has a characteristic in each of its pattern batik, 1 main motif that becomes the main focus is made large and supporting motifs around it, and also PT. Iwan Tirta only produces one motif in one model and one size. In addition, PT. Iwan Tirta often holds three-yearly fashion show featuring collections from fashion designer PT. Iwan Tirta. Iwan Tirta markets his various product by opening a shop gallery in a shopping center in Jakarta, approximately 6 galleries **14** well managed by the company. However, along with development if the human era, it **is increasingly facilitated by the existence of social media**, all information is easily obtained through social media, including how to we're shop, we are increasingly facilitated by selling though online media. This makes Iwan Tirta innovate to add marketing media through social media and they websites.

In March 2020, PT. Iwan Tirta collaborated with a fashion designer who graduated from ESMOD, a leading fashion institution in Jakarta, He is Rama Dauhan. Rama dauhan is famous for his contemporary design style that tends to be unique and bold [2]. Contemporary comes from the word "co" which means together and "tempo" means time. So that contemporary art is a time situation that is happening right now. In this collaboration, Rama Dauhan tried to combine pieces of batik cloth left over from 25.000 motif collection of Iwan Tirta with a contemporary and colourful style. Then the work was introduced by a millennial idol public figure. He is Rayi, Rayi is a member of the Indonesian pop music group, was chosen to wear the clothes as a result of this collaboration. By combining jeans and a jacket, rayi looks relaxed and this makes Rayi a role model for millennials. Rama chose floral and butterfly motifs in shades of red which were made into a matching suit and pants and combined with a basic t-shirt to convey the message implied in his work.

## 2 Research Objective

This study aims to determine:

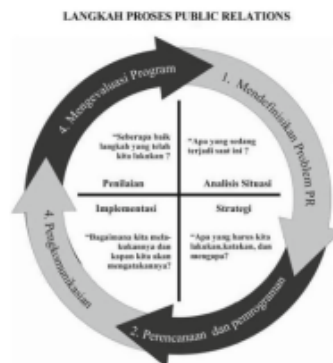
1. Campaign situation analysis (public, organization, and environment)
2. Campaign planning and management (goals, media campaign, message)
3. Campaign implementation and form
4. Campaign evaluation

### 3 Literature Review

#### 3.1 Planning and Management Campaign

The process of managing campaign activities includes the initial stages, planning [3], implementation and evaluation of the campaign. Campaign management is carried out so that the campaign runs effectively and efficiently by utilizing all available resources in order to achieve the goals that have been set. Sometimes a plan is formal, sometimes it's just a routine pattern of what we manage in life. Planning and managing things properly can be fun, and a creative thing.

According to Anne Gregory [4] in her book "Planning and Managing Public Relations Campaigns a Strategic Approach", states that there are several things that must be prepared before carrying out a campaign, as follows:



Gambar 1.1 Sumber: M. Cutlip Scott, H. Center Allen, & M. Brown Glees dalam Effective Public Relations.

#### 3.1.1 Analysis

- **Problem Analysis**

According to Anne Gregory [4] in her book "Planning and Management Campaigns Public Relations", analysis is the first stage in conducting a campaign. The analysis is carried out to identify the problems that will form the basis of the PR program. Without understanding the heart of the matter, we will not be able to develop a program that is convincing or effective, or that successfully conveys corporate goals.

- **Public Opinion**

Public opinion, which is usually expressed through the media or even formed by the media, has great power over organizations. The media as a mirror of public opinion is very important for Public Relations because the media is also a means to convey Public Relations messages. Often the media explain and embody public moods, but sometimes their influence is exaggerated. The media can cause fatal damage to the reputation of an organization or a person. Sometimes this happens because of the organization's own fault, and at that time the media acts as a party whose duty is to serve the public interest.

But sometimes in cases that seek to undermine the reputation of an organization or a person. Media can also build an organization's reputation by providing free publicity for the good achievements the organization has achieved or by posting supportive news about the organization's performance.

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- **SWOT Analysis**

SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is used to monitor and view the company's environmental situation both internally and externally for a business purpose. SWOT analysis can be used to consider the advantages and disadvantages of an organization related to the planned activities to be carried out.

### 3.1.2 Planning

There are several reasons why campaign planning is done, it focuses effort, which need not be excluded, it gets practitioners to do the right things and it helps them work smart not just work hard. Planning also serves to increase effectiveness by doing the right things, goals set will be achieved, time and money will be saved. Public Relations is responsible for accepting media demands or responding quickly to a crisis, but it is also about deciding what is important, what action to take, and when. In general, planning has important objectives, such as:

- Focusing the effort
- Improve effectiveness
- Stimulate the long-term outlook
- Help to show value for money
- Reduce errors.
- Resolving conflicts
- Facilitate proactive action.

### 3.2 Implementation of the Campaign

After doing the analysis and knowing the activities that are in accordance with the wishes of the public, and it has been determined how the campaign will run through the campaign planning process. The campaign is carried out according to the time period and through the media that has been determined. Campaign executioners can use recognized business disciplines to design effective communication plans that also cover a wide range of communication techniques, including social and online marketing. In the implementation of the campaign, it is necessary to consider a clear time scale considering that there are so many campaign activities that will be carried out.

Public relations have an important role in this process, both in helping to develop the strategies that have been planned in the early stages and in communication. Good communication to deliver content to the public will result in a good response from the target public.

### 3.2.1 Evaluation

Evaluation is an ongoing process in a campaign stage. If carried out properly, the evaluation can make the next Public Relations activity control.

### 3.3 Build an Attitude of Love Batik

Planning is in the form of determining program objectives, program targets, how the program will run, and the media that will be used to publish the program. To determine realistic goals, apart from understanding the public they are facing, the company needs to understand the process of delivering messages so that the program's objectives are achieved.

PT. Iwan Tirta certainly understands that the focus of this campaign is millennials, millennials are considered to have a productive age to keep abreast of what is happening around them and PT. Iwan Tirta has a campaign goal to build an attitude of love for batik among millennials, with the hope that there will be changes after that attitude is awakened, and because millennials are productive and are expected to be able to pass it on to the next generation, so that batik will still exist even though the times are moving.

In addition to determining the goals and targets of the PT. Iwan Tirta determines who will participate in this campaign, according to PT Iwan Tirta, involving outside parties, one of which is the Indonesian music group, RAN. RAN was chosen because apart from being a musician, RAN is also an influencer who is a role model for millennials in fashion. As explained in the previous section, millennials tend to imitate what they see, one of which is the artists or influencers they see on social media, and because the target audience for this campaign is entirely millennials. As said by Prismawati as a Fashion Designer in a Triangulation interview, that millennials tend to imitate the style of dress they see, this can be used as an opportunity for fashion companies to attract the attention of millennials.

After determining RAN as a model in this campaign, PT. Iwan Tirta also appointed Rama Dauhan as the fashion designer to produce clothes that will be worn by RAN in accordance with the theme of this campaign, besides these two things the company also determines how this campaign will run, including what media will be used to convey the message of this campaign. Then PT. Iwan Tirta always approaches by understanding what millennials want and also tries to get closer through the media commonly used by millennials, namely social media, especially during the pandemic we spend more time on social media. The media play a role in influencing public opinion, so it is clear that the media has a strong role in a campaign. The media tend to form new opinions if the information provided is negative. Many of the social media contain negative and sara messages, PT. Iwan Tirta through this campaign participates in terms of adding insight or positive information for social media users.

This was also explained by Ajeng that in getting the attention of millennials, companies must understand what millennials want and by approaching them through the media that millennials usually use, namely Instagram.

### 3.4 Millennials

9 Compared to the previous generation, millennial has a unique character based on region and socio – economic conditions. One of the main characteristics by increased use of and familiarity with communication, media and digital technology. Because they were raised by technological advances, millennials have creativity, informative, passionate and productive characteristics. This generation is a generation that involves technology in all aspects of life. Therefore, they can create new opportunities along with the development or increasingly sophisticated technology. And this generation has the characteristics of being more open to political and economic views, so that it looks more reactive to environmental changes.

## 4 Methodology

### 4.1 Research Approach

This study uses descriptive qualitative research methods. Descriptive qualitative research that aims to understand the phenomena experienced by the research subjects, such as behaviour, perceptions, opinion, motivations, actions, etc. which are convey with description form of words. In the other word, this research tries to describe their understanding of phenomenon.

During the research, in this analysis using in-depth interview with the formula 5 w + 1 h (what, where, when, why, who, how). In-depth interviewing is a research technique in which an informant or group informant to make researchers can find out the reasons of the informant decisions [5].

### 4.2 Data Collection Technique

This study uses data collection through interviews, field observations, documentation, and study of literature. **Interviews** were conducted with several informants who know about the research and can provide the information needed. **Field Observations** used were observations on the campaign program of PT. Iwan Tirta through social media and through the activities carried out by PT. Iwan Tirta. **Documentation** is a data collection instrument that is often used in various methods. The aim is to obtain information that supports data analysis and interpretation, like as photos of activities related to the campaign campaign of PT. Iwan Tirta. **Study of Literature** is about of activities with library data collection methods, reading, and recoding and managing research needed.

### 4.3 Data Analysis Technique

Analysis is the process of compiling data so that it can be interpreted. Compiling means classifying it into a pattern of themes or categories of data analysis that has been obtained from interview, field observation, documentation, and study of literature carried out with the application of concepts. The data that has been obtained and collected comprehensively are then analysed in several ways, **first, data reduction** is data that has been obtained written in the form of detailed description. **Second is data presentation** is

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to be able to see the overall picture or a certain part of this research by making various kinds of matrices, or even charts. Making a summary sheet is to obtain the core data's research can ask who, what events or situations, what themes or problems and can conclude from the data has been presented previously.

## 5 Results

### 1 5.1 Analysis of Public Relations Campaign Problem (Public, Organization, and Environment)

The campaign conducted by PT. Iwan Tirta based on the problems that exist in the environment around PT. Iwan Tirta, and to determine the problem PT. Iwan Tirta analyses from several sides, namely from the public side and also from the company side. Public analysis is to find out how the public perceives the products or activities carried out by the company and how the public perceives the company itself, while organizational analysis is to determine the ability of our organization to implement programs that will be made to solve public problems. The analysis process can also identify how external influences have different effects on the organization. Future-oriented companies spend a considerable amount of effort on problem management. They regularly monitor the environment to determine what issues need special attention.

Problem management works in two ways. First, it identifies problems that the organization cannot control and where public opinion will move. In this case PT. Iwan Tirta analyses how millennials perceive or have opinions about batik, which is considered to be an ancient garment commonly worn by their parents and can only be used for certain events. Such as attending meetings or attending weddings and as said by Ajeng Puri as Marketing Communication Manager of PT. Iwan Tirta that the times have made millennials more given references in terms of clothing and given the choice to wear clothes from several brands.

This thinking is what makes PT. Iwan Tirta understands and learns how to adjust what the company owns so that it can be accepted by the public, especially millennials, one of which is by creating a "Klasik Bertemu Kontemporer" campaign with this campaign PT. Iwan Tirta has a target of millennials who are currently of productive age and have a steady source of income. Teenagers or millennials make up the majority of online shopping consumers, with a total spend of around 80% and have dominated the use of e-commerce. And the characteristics of the millennial generation that are attached to technology are then used by e-commerce companies for promotion. And millennials tend to be curious about what they see, especially if it's something new. This campaign aims to build an attitude of love for batik among millennials, where change begins with a sense of concern for something. Building an attitude is a prelude to a change of opinion. Second, detect problems that can be used as input for the company so that it can form ethical and useful results. Management of this problem is the next step after determining the problem that is not controlled, how the company finds a program that is useful for the problem, which is usually carried out from the organizational side and is an analysis of the organization, how the organization understands what can be done to fix the problem in accordance with the capabilities of the organization. Each. The "Klasik Bertemu Kontemporer" campaign is an input that emerged after the millennial



thinking problems. PT. Iwan Tirta analyses his organizational capabilities with what this campaign can make, one of which is by publishing this campaign through PT. Iwan Tirta, because this campaign took place during a pandemic, PT. Iwan Tirta uses what they have, and also how to use the remnants of Pak Iwan's own motifs into a new and beautiful work.

## 5.2 Public Relations Campaign Planning (Goals, Media Campaign, Message)

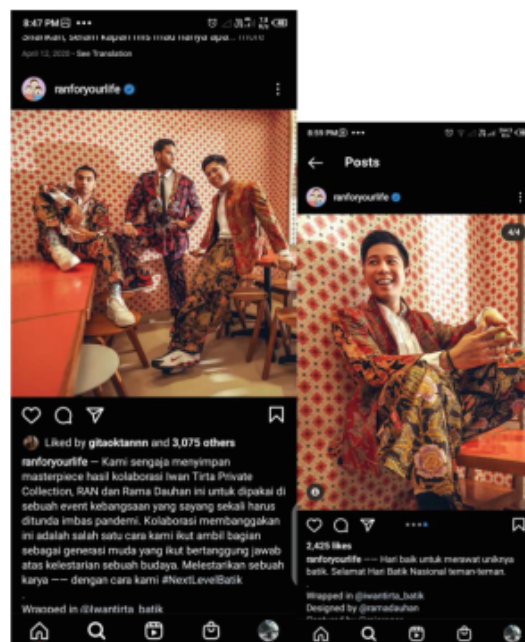
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According to Anne Gregory in her book "Planning and Managing Public Relations Campaign a Strategic Approach" [1]. Planning is used for everything, whether to complete a program or a campaign that ends in a fairly long time. Planning aims to focus efforts, reduce errors, to help show value of money. Planning covers the entire program with broad objectives and has a larger public and message. Planning is a tool to work effectively and not the end. Plans are made for us to always focus on what is needed and achieve what we want.

Planning is in the form of determining program objectives, program targets, how the program will run, and the media that will be used to publish the program. To determine realistic goals, apart from understanding the public they are facing, the company needs to understand the process of delivering messages so that the program's objectives are achieved.

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This was confirmed by Ajeng as Marketing Communication Manager of PT. Iwan Tirta who is also the target setter of the "Klasik Bertemu Kontemporer" campaign.



In addition to determining the goals and targets of the PT. Iwan Tirta determines who will participate in this campaign, according to PT Iwan Tirta, involving outside parties, one of which is the Indonesian music group, RAN. RAN was chosen because apart from being a musician, RAN is also an influencer who is a role model for millennials in fashion. As explained in the previous section, millennials tend to imitate what they see, one of which is the artists or influencers they see on social media, and because the target audience for this campaign is entirely millennials. As said by Prismawati as a Fashion Designer in a Triangulation interview, that millennials tend to imitate the style of dress they see, this can be used as an opportunity for fashion companies to attract the attention of millennials.

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After determining the model, fashion designer and media campaign. The message becomes something that must be determined in a campaign. The message is one of the most important in terms of campaigns, because messages can achieve the goals of the campaign. Messages are important for two main reasons. First, messages are an essential part of the attitude formation process. The public plays back a message that was first given by the sender, this is an indication that (a) the message has been received and (b) the message has been digested and used. Second, is because messages indicate effective communication. Messages are an essential part of the evaluation process, if separate messages are used by the press directly, or if they are repeated in research such as attitude surveys, this indicates that the message has been eliminated [1].

Submission of campaign messages through social media is a form of one-way communication, many Public Relations practitioners believe that the communication model by Shannon and Weaver in 1949 is common in society. The pattern underlying the model looks as follows [1].

### 5.3 Implementations of Public Relations Campaign

After finding the problems that occur in the surrounding environment and within the company, planning is made so that it can be a solution to these problems. After all things are carefully planned, and the campaign implementation team has been determined, the campaign can start running. Where the initial stage is PT. Iwan Tirta invites RAN to choose their own motifs that will be used in this collaboration, but the choice of motifs is still accompanied by the PT team. Iwan Tirta to get a suitable motive and not a prohibition motive. The prohibition motif is a motif that cannot be changed or combined

with other motifs, because the motif is considered sacred, one of the prohibition motifs is a machete. As Ajeng said, the freedom to choose motifs by RAN is to give RAN a sense of ownership of the motifs and to give freedom of expression to RAN.

Rama Dauhan was chosen as the fashion designer for this campaign because of his clothing designs that match the characteristics of RAN as a model, as well as the similarity of his design style to the PT. Iwan Tirta. Rama Dauhan himself has a modernized fashion design style and follows the times and contemporary fashion styles that tend to be unique, and also bold. Rama Dauhan tried to combine pieces of batik cloth left over from the 25,000 collections of original motifs by Iwan Tirta that had been selected by RAN by creating a special jacket and pants design. The blazer jacket was chosen to describe a relaxed but still neat style and straight trousers were chosen to facilitate RAN's movement when singing on stage, because RAN has an energetic stage act. Bright colors like red, pink and people were chosen to represent the spirit of youth. Not only designing clothes, in this collaboration Rama Dauhan also produces jackets and pants that will be used by RAN, this is done so that the results are maximized and more efficient. PT. Iwan Tirta wants this collaboration to be not just a collaboration but to instill a sense of ownership of the batik itself. After the production of the jacket and pants, which will then be photoshoot for Instagram content and which will be the message in this campaign, the photoshoot will be held at a photo studio in the Jakarta area. South with a reliable photographer, namely Raja Siregar. The photos were then shared through Iwan Tirta's social media and RAN's social media.

#### **5.4 Campaign Evaluation**

Public Relation's campaign will be considered effective if it can achieve its goals in a well-structured manner. Therefore, make sure the goals are attainable and measurable, and to ensure that. This campaign was created because of the views of young people or millennials who think that batik is an ancient thing used by their parents. Therefore, Iwan Tirta tried to take an approach by socializing that batik can develop in the modern era to compete with modern fashion and visualize it through the work of jackets and pants used by RAN. And by combining batik motifs into a modern work, PT. Iwan Tirta educates millennials that batik is an Indonesian cultural heritage that must be preserved. And as explained by AJeng that the main purpose of carrying out this campaign is not entirely for commercial purposes but also for humanitarian purposes, namely Iwan Tirta's awareness of the sustainability of the batik art that has begun to be abandoned, as well as the company's concern for the survival of the batik craftsmen who have always contributed to creating variety batik cloth art.

So, the evaluation of the success of this campaign is not seen from how much sales increase in offline store galleries and online sales. Because this campaign is carried out through social media, it can be seen from the increase in the number of followers and also the increase in Iwan Tirta's social media insight which continues to improve every month after the campaign, and seen from the increase, most of them are millennials. In addition, millennials are starting to become aware of and curious about batik, they are starting to participate in programs made by Iwan Tirta such as Q&A sessions on Instagram. Gilang as Social Media Marketing Communication said that the increase in Instagram insight began to be seen, although not significant, but the presence of millennial interactions in

every activity of Iwan Tirta on social media showed that the love for batik was starting to develop.

In addition to increasing insight and the number of followers on social media, this campaign also participates in millennial online sales through e-commerce, although there is no significant increase in sales, this is also a success of the campaign, and because the campaign took place during the covid-19 pandemic. Some of the obstacles felt by PT. Iwan Tirta, one of which is in terms of campaign publications, this was also confirmed by Rindu as Senior Manager of Marketing Communication of PT. Iwan Tirta.

## 6 Conclusion

Form the research that has been done, the researcher realizes that there are many shortcomings in this study, so the researcher can make suggestions, including:

1. The results of this campaign research can be input for PT. Iwan Tirta to increase its cooperation with the mass media, both traditional media and media electronic so that the message can reach a wider level of society considering that PT. Iwan Tirta is a fairly large company and is well known among premium batik class.
2. Activities that have become a routine agenda for PT. Iwan Tirta are carried out so that the goals to be achieved through a Public Relations campaign to build an attitude of love for batik can be realized.
3. The one-way communication method through Iwan Tirta's social media should be develop into face-to-face campaign so that the message to be conveyed can be directly received by the public.

## 7 Conclusion

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Based on the description of the research that has been describe in the previous chapter, the researcher can draw the following conclusions:

1. In analysing the existing problem situation, PT. Iwan Tirta observes what is happening around it, one of which is the development of the fashion world in Indonesia and the influence of a public figure or influencer dress through social media and observing the intensity of customer age through sales in various online store and offline store.
2. In conveying the campaign message PT. Iwan Tirta uses the online media method, there is social media and through this one-way communication process PT. Iwan Tirta conveys the campaign message through images or photos published and explained in the Instagram caption.
3. This campaign aims for social change which is intended to carry out the initial stage of change, namely to instil because in terms of change, PT. Iwan Tirta socializes and educates millennials through a campaign to combine batik with fashion modern.
4. From the results of research observations, it can be describing the various strategies carried out by PT. Iwan Tirta in communicating campaigns for millennials by applying two strategies, namely:

- a. **Strategy of Publication**, which is to disseminate messages through social media publication processes with one way **communication** channels with the aim of covering a wider public.
- b. **Strategy of Persuasion**, carrying out strategy by persuading or influencing the community. Through the technique of suggestion, in this campaign PT. Iwan Tirta uses RAN as a medium to influence millennials because RAN is a public figure or influencer who is a reference for millennials in terms of clothing.

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