

Social media utilization in building branding Sanggar “Saiyo Sakato”

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Abstract. Sanggar "Saiyo Sakato" has problems in meeting market tastes due to the limited quality of human resources. This article discusses the use of social media as a means of rebuilding public trust in the existence of the sanggar "*saiyo sakato*" through branding changes. The two main topics discussed are the process of changing branding through social media and the impact of changes on the sustainability of the studio. This research was conducted through descriptive research with a qualitative approach. Data were obtained through participant observation, document study of comments that appeared on social media, display of studio information on social media, and interviews with five participants, namely three people from the community before the change in studio branding and two consumers with the new branding. The research findings explain that the studio's branding, which was previously a solo organ format, was changed to offering bridal accompaniment using saxophone, minang music entertainment with band and solo organ formats. Each studio member actively uploads videos as a promotion on their respective social media such as Facebook and Instagram. This strategy was able to attract consumers among young people. The results of this research are expected to be able to inspire how to rebuild public trust in the existence of art studios.

1 Introduction

Sanggar "saiyo sakato" is one of the business units run by the Nagari-Owned Enterprise (BUMNag) Bungo Tanjung, Batipuh District, Tanah Datar Regency. Sanggar "*saiyo sakato*" is engaged in band studio rental, sound system rental, wedding party entertainment in the form of solo organ, band and *talempong goyang*. With this business unit, it is expected to bring profits because the target market is quite promising because almost all people in the village always need entertainment in the form of a solo organ when holding a wedding party. However, the "*saiyo sakato*" studio has not been able to compete with competitors from outside the area due to limited human resources, especially in presenting entertainment packages at weddings. Negative impressions have been attached in the community to the offerings presented, especially when accompanying spontaneous singers who want to sing. According to Wahyudani [1]

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spontaneous singers are singers other than singers who have been provided by Single Organ services. Spontaneous singers are singers who spontaneously donate their voices either requested or voluntarily donate their voices. Spontaneous singers can be from family members who hold parties or from the community as invited guests. Spontaneous singers consist of young and old, even children participate in singing on stage. The limited songs owned by the musicians and playing accompaniment music from YouTube resulted in disappointment from guests.

Changes in the branding of the 'saiyo sakato' studio in the form of art performances at weddings must be made in order to sustain the existence of the studio in the future. Public trust must be regained in order to use the services of the 'saiyo sakato' studio in weddings. The purpose of branding according to Farid [2], is to rebuild perceptions both in terms of impressions and messages from a brand in the minds and feelings of consumers. In this case, the 'saiyo sakato' studio must rethink the form of wedding party entertainment that distinguishes it from its competitors. Farid and Faridha [3], Corporate branding is defined as a brand that represents a company in which the company's values are extended to various product/service categories. Wedding accompaniment using saxophone can be a solution to regain public trust to use the services of the 'saiyo sakato' studio, because this concept is new to the community, especially in the Bungo Tanjung area.

Raditria [4] in his research focused on the rebranding of the Zahra Tangerang Traditional Dance studio logo in order to have a new flavour of the studio and have a new appeal to the community. Yudha et al. [5] in community service research provided training to the sekar pandan art studio management to optimise branding by utilising social media. Unlike in this research, the focus in rebranding the 'saiyo sakato' studio is first to regain public trust in the form of offerings in wedding party entertainment. Social media is a practical step in promoting products that are ready to be sold, because through social media it can build relationships, brands, and product information interactively to consumers [6]. Social media is used to introduce the new branding of sanggar "*saiyo sakato*" to the wider community. With the comment feature on social media such as *Facebook*, *Instagram*, it can be used to see the response of those who watch both posts and live streams to the new branding of the sanggar "*saiyo sakato*".

2 Research methods

The method used is descriptive research with a qualitative approach. According to Moleong [7], a qualitative descriptive approach is a research approach where the data collected are words, pictures and not numbers. Moleong [7] also said 'Skinative research is research that intends to understand the phenomenon of what is experienced by research subjects such as behaviour, perceptions of motivation, and others'. The data can be obtained from interviews from the Bungo Tanjung community who have used the services of the 'saiyo sakato' studio, field notes, photos, video tapes, personal documentation, notes, or memos and other documentation. The first step that must be taken before making changes to the branding of the "saiyo sakato" studio is to first explore the existing problems related to negative impressions from the community and the quality of human resources of music players. Related to the negative impression that

arises from the community, through interviews conducted with three informants revealed that; 1) music players lack mastery of songs and often reject requests from guests. 2) music players have difficulty in determining the basic tone of guests who want to sing, 3) music players play karaoke music from youtube when it's not playing. musicians play karaoke music from YouTube when accompanying guests to sing.

The three things above are very fatal mistakes made by a musician, especially in the Bungo Tanjung area. The average guest who wants to sing at weddings is usually dominated by mothers who do not all have a good sense of musicality, which often occurs inconstant tempo, difficulty in equalizing the voice with the music, basic notes that often change. This is where the expertise of a musician is required in overcoming this and the success of a musician when the guests are satisfied with their own performance. Efforts to improve the quality of musicians require a short time, because it is related to the musical quality and skills of the musicians themselves. In addressing the existing problems, the researcher is directly involved as a musician.

3 Results and discussion

The new studio branding was presented using a band format with a focus on performing minang pop songs, and bridal accompaniment using saxophone instruments. In addition to this being something that is in the community, it also makes a difference to existing competitors. Kotler [8] explains promotion is a variety of activities carried out by companies that highlight the features of their products or services that are used to motivate target consumers to be interested in using them or inviting them. In this initial promotion, the author offered the concept directly to the bride-to-be, focusing on the bridal accompaniment using a saxophone. His interest arose when the author offered his favorite song that would be performed during the bridal procession, this would add to the romantic impression on his happy day. In line with Sapara et al. [9], the social environment which usually consists of family, neighbors, and friends can influence a person or group in taking an action and changing individual behavior. The strategy is considered quite successful because when the bride-to-be is interested in the concept offered, other families will follow.

This first opportunity to bring out the new branding of the "saiyo sakato" studio must be utilized to the fullest. Starting from the song material to be performed, bridal accompaniment, costumes, musician ethics. All preparations had been made two hours before the event began, starting from checking the sound, compiling the material to be performed and other preparations. The event began at 11:00 am with the arrival of the bride and groom at the venue. The saxophone player (author) accompanied the bride and groom and their entourage from the entrance to the aisle. When the bride and groom arrived at the aisle the music did not stop immediately, the author continued to play the saxophone in front of the guests. When it was finished, the bride and groom sat down and the program continued with remarks from the host. The musical entertainment continued after ba'da zuhur by performing minang pop songs that had been prepared with a band format without a saxophone instrument and the author played a keyboard instrument. When guests wanted to sing and the other musicians could not accompany them, they were only accompanied using the keyboard. This musical entertainment runs

all the time and only breaks during prayer time. The entertainment program lasts until night and stops at 23.00.

Social media is very helpful to promote the new branding of this sanggar "*saiyo sakato*". Social media marketing is a form of direct or indirect marketing used to build awareness, recognition, memory, and action for brands, businesses, products, people, or other things and is done using blogging, microblogging, social networking, social bookmarking, and content sharing [10]. Facebook is a social networking site that allows users to interact with other users around the world using the internet [11]. The live streaming feature on Facebook was used to broadcast the performance of the sanggar "*saiyo sakato*", starting from the accompaniment of the bride and groom using saxophone, during the entertainment until when the guests contributed singing. Many positive comments appeared in the comments section during the live streaming. All players uploaded photos and videos during the performance on their respective social media, both on Facebook and Instagram. Instagram is an application that provides facilities for sharing photos and videos, taking photos, applying digital filters, and sharing them to various social networking services, including Instagram's own [12] Videos that have been edited for promotional purposes are uploaded on the sanggar "*saiyo sakato*" Instagram account.

Testimonials from consumers are needed to see the success of the sanggar "*saiyo sakato*" branding. Interviews conducted with the bride and groom after the completion of the wedding party revealed that there was satisfaction from the "*saiyo sakato*" studio's offerings. The most memorable moment was when the bride and groom were accompanied by saxophone music, there was pride for the bride and groom. Interviews conducted with the bride and groom at the next event revealed that the desire to use the services of the "*saiyo sakato*" studio was due to being impressed by seeing the bridal accompaniment, which happened to be their own friend.

4 Conclusion

In an effort to do branding on the '*saiyo sakato*' studio, first find the root of the problem and find the right solution in a short time. The branding carried out on the sanggar "*saiyo sakato*" owned by BUMNag Bungo Tanjung was able to restore the trust of the community. The bridal accompaniment using saxophone proved to be able to capture the hearts of consumers, especially prospective brides. Art packaging in the form of a band presentation by performing minang pop songs provides something different in the surrounding community. Utilizing social media for promotion and also showing the existence of the sanggar "*saiyo sakato*" with new branding to the wider community.

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