A Smart Branding Strategy of Banyumas Traditional Dance' Booklet at Dinas Komunikasi dan Informatika

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KEYWORDS	ABSTRACT
	This article is entitled "Creating an E-Booklet on Banyumas Traditional Dance as a Smart Branding Strategy of Dinas Komunikasi dan Informatika Banyumas". The focus was on promoting traditional Banyumas dance by electronic booklet (e-booklet) as part of a smart branding strategy for the city, which has been recognized as a Smart City by SGAC (Smart Green ASEAN City) for its innovative waste management practices. The article emphasizes the creation of an English e-booklet aimed at enhancing global awareness of Banyumas traditional dances. Data was collected through observation, interviews with coordinator of Rumah Lengger and Maestro of Lengger dance, documentation included collecting photos and videos of traditional dances like ebeg and lengger. There are six stages of creating the e-booklet namely, illustration, text, typography, color, size, and layout. These stages are essential for creating the desired e-booklet design.

Introduction

Department of Communication and Informatics Banyumas or Dinas Komunikasi dan Informatika Banyumas (Dinkominfo) is a government institution managing information and smart city data in Banyumas. According to Jelang (2022), Dinkominfo Banyumas is a government institution that must provide public information as mandated by Law Number 14 of 2008. The government institution must build information and documentation systems to manage public information that is easily accessed.

In 2023, Purwokerto in Banyumas were selected as Smart Green ASEAN Cities (SGAC) models, part of a UN program aimed at promoting sustainable development. According to Amadou (2021), the SGAC program implemented by UNCDF will facilitate policy development, access of private funds to the public, and enhance cooperation between ASEAN and European cities. The program helps selected ASEAN cities to develop Smart Green and Smart City solutions.

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According to Hendriarto in the website of Dinkominfo Banyumas (2023), there are six categories to create a smart city ecosystem: smart government, smart economics, smart environment, smart branding, smart society, and smart living, all of which is supported by technology. One of the six categories to ensure the sustainable development of the city (smart city) is smart branding.

According to Bantul smart city (2020), smart Branding is an innovation in marketing the region in order to increase competitiveness, attract the involvement of the communities both inside and outside the region, and business people or investors to encourage the region's growth to accelerate. Smart branding can be done by optimizing the potential local wisdom such as cultural promotion activities, arts and traditions to increase competitiveness and develop economic growth.

In november of 2023 Dinkominfo once held an event to welcome delegates from various countries who are the members of SGAC. The institution introduced various traditional Banyumas dances and also several other cultural activities such as *wayang* and *kentongan*. Based on the interview with a staff of Dinkominfo Banyumas, the institution has a printed booklet about information of Banyumas regency but there is no booklet about Banyumas traditional dance. The institution still needs English promotional media about Banyumas traditional dance that can be accessed easily.

One of the promotional media that has the potential to promote Banyumas Traditional dance in English is an electronic booklet (e-booklet). The e-booklet can be easier to access online and can be one of Banyumas smart branding strategies to enhance the sustainable development, sustainable economic growth and cultural development. To encourage the branding of Banyumas traditional dance on a global scale, information about Banyumas traditional dance must be understood by the foreign tourists, so the information in the e-booklet must be written in English.

Creating booklets within the Dinas Komunikasi dan Informatika (Communication and Informatics Office) plays a crucial role in effectively disseminating information to the public. These booklets serve as a valuable tool for bridging the communication gap between government institutions and citizens, offering concise, accessible, and reliable information on various programs, policies, and services. By using well-designed and informative booklets, the Dinas can enhance public understanding, encourage active participation, and promote transparency in government initiatives. Additionally, booklets are a tangible resource that individuals can refer to at any time, making them an essential component of the office's efforts to foster informed communities and ensure that key messages reach a wide audience.

Method

There are three methods that were used in this research. The first is observation, the second is interview and the third is documentation.

Observation

According to Nugrahani (2014), observation is a technique to search data from sources that can be in the form of place, activity, object, sound/video record. This observation method collects data that is obtained directly or indirectly from the object

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under study. The observation was carried out by visiting Rumah Lengger in Banyumas. The Rumah Lengger was chosen because it contains archives and various information about the traditional dances of Banyumas, namely Lengger and Ebeg. The Rumah Lengger promoted Banyumas traditional dances on Instagram and also participated in national and international cultural events. Unfortunately, there is no promotional media in English to explain the Banyumas traditional dances.

Interview

According to Salsabila (2021), interviews are ways of collecting research data by way of direct question and answer with subjects who contribute directly to the object. The interview was conducted with the coordinator of Rumah Lengger Banyumas, Mr. Sirwan, and the Maestro of Lengger dance, Mr. Rianto. Based on the interview, the Banyumas culture that still exists are Ebeg and Lengger dance. In Rumah Lengger itself, there is no promotional media in English to promote these dances. Additionally, the interview was also conducted with Mrs. Ani, who is a supervisor during job training at Dinkominfo Banyumas. She agreed to create an e-booklet of Banyumas traditional dances as a smart branding strategy for Banyumas smart city. During the job training I also had a task to visit the Wayang Banyumas Museum and conduct an interview with Mr. Wirya, one of the tour guides at the museum.

Documentation

Sugiyono (2015) defines documentation as a method of obtaining data and information in books, archives, documents, written numbers, and pictures in the form of reports and information that can support research. This documentation includes photos and videos of traditional dances. Besides, there were photos and videos documentation of places or events that have been visited. Additionally, some photos were taken during interviews with the coordinator of Rumah Lengger Banyumas and the maestro of Lengger dance. These photos are attached in the appendices section on page 26 and are used as contents for the e-booklet.

Results

There are three preparatory stages in creating e-booklet:

First Prepare the desired e-booklet concept.

Second Make a list of the e-booklet's content.

Third
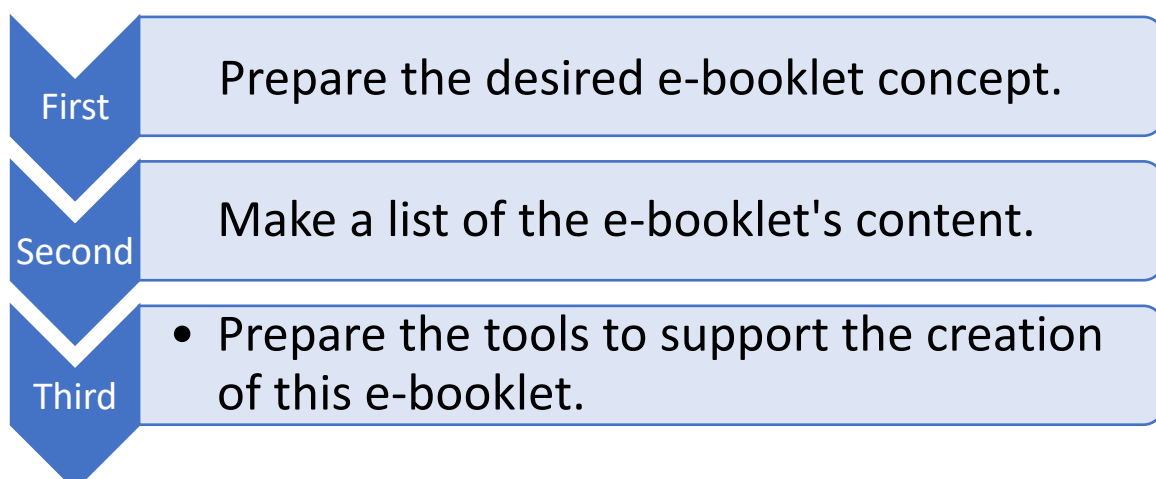- Prepare the tools to support the creation of this e-booklet.

Table 1. Preparatory Stages

Before entering the stage of creating an e-booklet, several preparatory stages must be done. First, prepare the desired e-booklet concept, such as choosing a theme for the e-booklet and preparing photos to be included in the e-booklet. Second, make a list of content to include in the e-booklet, such as the Information about Banyumas and the various Banyumas traditional dances. Third, prepare the tools to support the creation of this e-booklet.

For creating the e-booklet, three tools must be used. The first tool is Canva Application, and to make the editing process easier, the Canva Application must be premium because there are many themes and elements that can only be accessed if it is premium. The second tool that must be prepared is a laptop. The laptop was chosen instead of a handphone because in the process of editing e-booklets, a wider screen is needed, besides that, Canva's features on laptop are more complete than mobile phone. The third tool is the internet. The internet was also one of the tools needed in creating the e-booklet, because to use the Canva Application, you must have an internet network such as Wi-Fi or Hotspot from a handphone.

In creating this e-booklet, several obstacles and solutions were found. First, the interviewees were difficult to meet, so the interview was conducted when there was a cultural event with the interviewees. Second, the material presented during the interview was incomplete, so some information searches were carried out on the internet to complement the information that had been obtained previously. The last is the selection of colors in the e-booklet was quite difficult, so based on the interview with the staff of Dinkominfo, the colors inspired by those used in Rumah Lengger and Dinkominfo were chosen.

Discussion

Process of Creating a Banyumas Traditional Dance E-booklet

According to Yudistira cited in Eva (2023), there are several processes to create an e-booklet based on visual elements, including:

1. Illustration

   The design illustrations used were pictures of Banyumas traditional dance to present the various of Banyumas traditional dance. The first step is to insert each photo into the e-booklet design via canva. The second step is adjusting the photo to make a cleaner image. Then, give a shadow to the frame to make it more realistic and eye-catching.

2. Text

   There were several text lists that were written, such as the title of the e-booklet, table of contents, and information which was made using the Canva Application. Within the cave itself, to create a text with the "text" tool which is available on the left side of the application. To add a title or the name of the traditional dance, use the "Add of text box" feature. For the process of writing the content in this e-booklet, there are two steps to do it. The first is directly writing the title and subtitle in English in the Canva application. The second step is writing the text

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explanation from Indonesian to English, because some of the sources on the internet and the results of interviews with cultural practitioners use Indonesian, therefore it is translated into English.

3. Typography

    After determining the placement of title, subtitle and the content text, the next step is typography. To make the e-booklet attractive, the right font selection is needed so the readers are interested in reading the e-book. Then choose the font. This e-booklet used "HORIZON" font for the title and was bold with size approximately 20 cm. For subtitles, "more sugar" was a size of 15 cm and for the content used "Gotham" with size of 11 cm.

4. Color

    The next stage is color, determining the colors needed to create a balance between one color and another to avoid contrasting colors. On the e-booklet, the background color is dominated by red and blue while the typography is dominated by light colors, such as blue and white. Red and blue colors were chosen because the red color is identical by Rumah Lengger and the blue color is identical by Dinkominfo Banyumas.

5. Size

    This e-booklet used A4 paper for size, with 21 cm of width and 29.7 cm of height. This size was chosen because the standard paper for a document or booklet is A4 or A5. Besides that, the A4 size can make readers able to easily read the e-booklet clearly.

6. Layout

    The last stage is layout, which involves arranging all existing elements, such as images and text, are arranged neatly and provide space to make it look parallel and clear. In addition, to make the e-booklet more visually, can add a box shaped element for the background of the text and a frame for the photo to make it look clearer.

Conclusions

Based on the previous chapter, it can be concluded that when creating Banyumas traditional dance e-booklet, several methods should be done, such as illustrations, text, typography, color, size, and layout. In addition, several stages to create an e-booklet must be done. First, prepare the e-booklet concept, such as choosing themes for the e-booklet and preparing photos to be included in the e-booklet. Second, make a list of content to include in the e-booklet, such as the Information about Banyumas and the various Banyumas traditional dances. Third, prepare the tools to support the creation of this e-booklet. This e-booklet is disseminated through Dinkominfo website and Rumah Lengger Instagram in the form of a barcode thus it can be accessed using a handphone and can be accessed anywhere.

The result of the job training at the Dinkominfo Banyumas is to help improve the branding of Banyumas, because Banyumas was chosen to be a Smart city. To create a smart city, there are several categories, one of which is smart branding. The smart branding strategy carried out for the city of Banyumas is to promote Banyumas traditional dances through e-booklet and Dinkominfo has a role in increasing Banyumas branding as a smart city. Therefore, creating an e-booklet in English is needed as a bridge to improve the media promotion of traditional banyumas dances at the global level.

Acknowledgements

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