Utilization of Video Communication to Promote Traditional Clothing in the South Bengkulu Region (Study on the Instagram Account @Sanggar_Bumisekundang)

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Abstract

This research aims to determine the use of visual communication in the promotion of traditional clothing in the South Bengkulu region, with a focus on the Instagram account @sanggar_bumisekundang. The research method used is descriptive qualitative, while the theory used is in the realm of visual communication according to Sanyoto (2005), techniques for collecting data through observation, interviews and documentation. With relevant informants, such as studio owners and community leaders. The research results show that graphic design is used by @sanggar_bumisekundang to display cultural identity strongly through the choice of symbolic colors and a balanced composition, and is able to attract attention and increase consumer appreciation of local cultural values. Furthermore, the advertising design prioritizes educational elements with South Bengkulu cultural narratives in captions that build emotional closeness and consumer understanding. Meanwhile, interactive multimedia designs, such as videos and story content, function to strengthen consumer engagement and are able to build a digital community that cares about preserving the traditional culture of South Bengkulu. So it can be concluded that the use of visual communication to promote traditional clothes from the South Bengkulu region on the Instagram account @sanggar_bumisekundang is quite effective in promoting traditional clothes from South Bengkulu.

Keywords: Utilization, Visual Communication, Promotion, South Bengklulu Traditional Clothes

Introduction

Indonesia is known for its cultural diversity, one of which is reflected in the diversity of traditional clothing which is a symbol of identity, philosophy and noble values passed down from generation to generation. Although traditional clothing plays an important role in preserving culture, its use is decreasing, especially among the younger generation, who are more likely to choose modern clothing for everyday life. This condition raises challenges in introducing and maintaining the existence of traditional clothing as a local cultural identity. The lack of promotion and in-depth understanding of the meaning and value of traditional clothing makes the younger

generation less interested in knowing and preserving it. Therefore, finding effective ways to promote traditional clothing is very important. In this context, visual communication becomes a relevant tool for conveying cultural messages. The use of social media, especially Instagram, can be an effective means of promoting traditional clothing from the South Bengkulu region. Through attractive graphic designs and interactive multimedia content, the audience is expected to be more involved and understand the cultural values contained in these traditional clothes. With the right visual communication strategy, it is hoped that it can increase public awareness of cultural preservation and strengthen local identity in this digital era.

Methods

The research method used in the study regarding the use of visual communication to promote traditional clothing from the South Bengkulu region via the Instagram account @sanggar_bumisekundang.

Types of Research This research is descriptive qualitative in nature, aiming to provide a clear and accurate picture of the phenomenon being studied. This method does not use numbers, but rather narratives to describe the data.

Research Informants

Research informants were selected through a purposive sampling method. Informants consist of:
   a. **Main Informant:** Owner of Sanggar Bumi Sekundang, who has in-depth knowledge of the designs, motifs and symbolic meaning of traditional clothing.
   b. **Expert Informants:** Traditional leaders and community leaders who can provide perspectives on cultural values and the use of traditional clothing.

Data Sources

Data is divided into two categories:
   a. **Primary Data:** Obtained through observation, interviews with informants, and related documentation.
   b. **Secondary Data**: Includes books, scientific articles, and notes relevant to research.

Data Collection Techniques

Some of the techniques used in data collection are:
   a. **Observation**: Directly observing the process of making and wearing traditional clothes and the interaction between the owner and the buyer.
   b. **Interview**: Conducted face to face to gain deeper information from the informant. Interviews use previously prepared guidelines.
   c. **Documentation**: Collect historical data through manuals, photos and other relevant information.

Data Analysis Techniques

Qualitative data analysis is carried out interactively and continuously, including several steps:
   a. **Data Collection:** Through observation, interviews, and documentation.
   b. **Data Reduction:** Focusing on important information and summarizing data.

c. **Data Presentation:** Presenting data in narrative form that makes it easier to understand.
d. **Drawing Conclusions:** Putting forward temporary conclusions based on evidence.

This method is designed to produce a comprehensive understanding of the use of visual communication in the promotion of traditional clothing, as well as to explain in depth how local cultural identity can be communicated through digital platforms.

Results and Discussion

Research shows that the Instagram account @sanggar_bumisekundang effectively utilizes visual communication to promote South Bengkulu traditional clothing. Visual elements such as specific images and colors are used to attract attention, especially among the younger generation. The graphic design applied creates an authentic image with the use of maroon and gold decoration, which symbolizes courage and cultural richness. Content in the form of photos and videos shows models wearing traditional clothes, successfully creating visual appeal. Short, punchy text helps encourage audience interaction.

The use of interactive multimedia design, such as videos and Instagram Stories, increases audience engagement. However, there are challenges such as limited audience reach and lack of direct interaction with followers. In the graphic design aspect, the @sanggar_bumisekundang account uses color, typography and composition elements to support the cultural identity of South Bengkulu. Warm and natural colors emphasize the traditional feel, while the simple typography remains unique. The advertising design not only displays traditional clothing but also conveys messages that are informative and persuasive. Diverse promotional content, including photos and short videos, functions as an educational and promotional tool to introduce cultural values.

In the realm of interactive multimedia design, studio owners actively utilize Instagram features to build direct interaction with the audience. This approach enables effective two-way communication, strengthens promotional reach and maintains cultural relevance in the digital era. In conclusion, the visual communication strategy implemented on the Instagram account plays a very important role in preserving and recognizing traditional clothing as part of local cultural identity amidst the influence of globalization.

Conclusion

Research shows that the Instagram account @sanggar_bumisekundang effectively utilizes visual communication to promote South Bengkulu traditional clothing. Visual elements such as specific images and colors are used to attract attention, especially among the younger generation. The graphic design applied creates an authentic image with the use of maroon and gold decoration, which symbolizes courage and cultural richness. Content in the form of photos and videos shows models wearing traditional clothes, successfully creating visual appeal. Short, punchy text helps encourage audience interaction. The use of interactive multimedia design, such as videos and Instagram Stories, increases audience engagement. However, there are challenges such as limited audience reach and lack of direct interaction with followers.

Discussion In the graphic design aspect, the @sanggar_bumisekundang account uses color, typography and composition elements to support the cultural identity of South Bengkulu. Warm and natural colors emphasize the traditional feel, while the simple typography remains unique. The advertising design not only displays traditional clothing but also conveys messages that are informative and persuasive. Diverse promotional content, including photos and short videos,

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