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LOCAL WISDOM IN DIGITAL MARKETING: LEVERAGING SOCIAL MEDIA TO PROMOTE CULTURE IN PALANGKA RAYA

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Abstrak

This local wisdom consists of culture, types such as art, traditions, and also values of life that upheld by Palangka Raya society. This local wisdom can be spread to a broader audience, domestically and internationally, through digital marketing, particularly on social media. For instance, promoting cultural festivals, handicrafts, and regional culinary specialties through platforms like Instagram and Facebook. They were not very familiar with the use of social media to promote local culture. Most SMEs in Palangka Raya have not utilized social media optimally. That indicates a gap in the application of digital technology that can have adverse effects on efforts to preserve and promote local cultural heritage. Hence, this research is conducted qualitatively with a case study method to explore the justication for implementing local wisdom in Palangka Raya on a digital marketing strategy using social media. This approach was selected as it enables investigators to explore the behaviour of people within local geographies, cultural value and their relationship with digital technology. One of the most effective mediums to showcase local culture to greater community is social media. Understandably, information about the culture of Palangka Raya can spread through information on these platforms. The problem encountered in this campaign was the absence of budget to produce quality content on a regular basis. The campaign team understood that they had to do better at creating visuals and storytelling that would appeal to a broader audience. As a result, training and workshops for cultural actors in Palangka Raya are needed as preliminary steps to work towards the quality of the content. It is also very important to provide training and capacity building to cultural actors on how to use social media. This will definitely be able to maximize the role of cultural actors in mastering local wisdom. In short, digital marketing through social media can be a good opportunity to introduce local wisdom to Palangka Raya. With the help of digital platforms, business actors can reach a wider audience, also raise awareness of the local culture. But, with the right approach, the same challenges to wait, from

technological ignorance and intense competition to finding a point of culture, can be resolved.

Keywod: Local Wisdom, Digital Marketing, Social Media, Culture, Palangka Raya

Introduction

Since the advent of social media as a powerful tool to promote local wisdom, cultural marketing has widely evolved in the current digital world. The capital city of Central Kalimantan Province of Palangka Raya has a variety of cultural riches in the form of art, traditions and food. But the challenge is on how to use digital technology to preserve and promote this culture more broadly. Based on the Central Kalimantan Statistics Agency (BPS) report, the amount of internet users in this province continues to grow and in 2022 they reached 70% of the overall number of inhabitants. This demonstrates that social media can be an effective channel through which to reach a broad audience.

Some of the local wisdom include culture, art, traditions, and values that Palangka Raya's people embrace. The boom of social media as the trend of disseminating this local wisdom can be disseminated widely at both the national and international levels through digital marketing. E.g. platforms like Instagram and Facebook are used to market cultural festivals, handicraft products and some more regional specialty food. A study by Sari et al. (2021) demonstrate how the use of social media leads to enhanced public awareness of the local culture and greater participation in cultural events.

But the challenge in the use of social media to promote local culture is the absence of knowledge on how to use it. Even so, many SMEs in Palangka Raya did not maximize social media to market their business. Based on research by Prasetyo and Raharjo (2023), only 45% of SMEs in Palangka Raya utilize social media for product promotion. This are a weaknesses of the digital technology, which can dampen the practice and spread of the local culture.

Moreover, synergizing between government, community, and business actors is needed to create an ecosystem in support of digital marketing based on local wisdom. Government at all levels can help provide training to small and medium-sized enterprises (SMEs) to assist their use of social media. One good example is the digital marketing training program for SMEs that sells local culture that was implemented by the Central Kalimantan Culture and Tourism Office in 2022. The better understanding and skills to use the social media through this program, will be crucial for SMEs in Malaysia.

Therefore, it is necessary to explore deeper about how social media can be a medium for local wisdom to be transmitted in Palangka Raya. Through appropriate data and statistics along with case studies from other successful regions in culture-based digital marketing, the expectation arises of being able to concretely create support in presenting and managing Palangka Raya's local culture to be more global-oriented or more desirable by the wider community.

The rise of the Internet in this day and age makes social media marketing one of the best ways to market local products and local culture. Local wisdom is something that if lost or not utilized will also provide an impact on this digital marketing approach, so this will be the focus of this research, especially studying efforts that can utilize local wisdom into a digital marketing approach in Palangka Raya Central Kalimantan. The expectation is that social media will increase the exposure of

local culture and generate a positive impact on the local community and economy.

Other objectives of this study will also be to understand how digital marketing is affecting the preservation of local culture. To this end, it is crucial to understand how social media can be harnessed as an educational tool to educate the public about existing cultural ideals. Research conducted by Nugroho (2021) reveals there is the positive effect of the use of social media, which can increase public awareness of local culture, and stimulates its active participation in the preservation of culture. Therefore, this study focuses on encouraging strategic recommendations for business actors and local communities to use social media as a medium in the promotion and preservation of the culture of Palangka Raya.

The author will also analyze relevant case studies as part of the objectives of this study. Such as how local communities in Palangka Raya managed to use social media to promote traditional handicrafts or regional culinary specialties. According to information from the Palangka Raya City Culture and Tourism Office, tourist visits in the area experienced an extraordinary surge after the launching of the digital marketing campaign (Culture and Tourism Office, 2023). This proves how effective digital marketing can be beneficial way for the local economy too.

With this background, this research is predicted to contribute significantly to local wisdom-based digital marketing strategy development. The hope is that the results of this study can be used as a reference in local government, business actors and the community in promoting local culture through social media. So that local wisdom not only can be preserved but also can be utilized in regional economic development.

Research methods

This research uses a qualitative design with a case study method to find out how local wisdom on Palangka Raya is integrated into the digital marketing strategy through social media. This method was selected as it can enable researchers to put down some roots within the nation under study to more deeply understand local community behavior, culture, and interaction with digital technology. Creswell (2014) argues that a qualitative approach is well-developed in the current social methodology, making it easier to conduct in a local area like Palangka Raya.

Referring to this, the researchers will examine a variety of well-known social media platforms in Indonesia, including Instagram, Facebook, and TikTok. The data were collected through in-depth interviews with local business actors, cultural activists, and social media users in the city of Palangka Raya. Also, this phenomenon will be directly observed on content on social media to identify how local culture is constructed and promoted in the digital era (Sari, 2021).

The sample targeted in this research is small and medium enterprises (SMEs) that involve in handicrafts, culinary, and traditional arts in Palangka Raya. Sampling in this study uses purposive sampling, which is sampling if the informant has experience and understanding about digital marketing and local wisdom. Sugiyono (2018) explained that purposive sampling techniques were used to provide more in-depth information from trusted sources that were considered to have sufficient insight.

Researchers will focus on differences in business type and cultural background to provide a broad overview when determining the sample. To illustrate, researchers will invite business actors who are the producers of natural and craft products, typical Dayak cuisine, and artists to the creation of works of art based on the local potato. Involving

different informants is expected to be able to provide a more comprehensive picture of how social media can be used to disseminate local wisdom in Palangka Raya (Hadi, 2022).

Data will be obtained via in-depth interviews, observation, and content analysis. We will conduct semi-structured interviews that provide room to further examine pertinent topics. Questions that will be asked during the interview will touch on things such as what strategies have they used to market locally, if they face any challenges behind selling local culture, and how social media has impacted their business.

Interviews, observations, and content analyses will be translated into data and analysed through a thematic analysis approach. The initial part of this analysis is the transcription of interviews and coding of data to establish relevant themes. Thematic analysis is a recommended method for organizing and interpreting qualitative data, allowing researchers to insightfully capture meaning (Braun & Clarke, 2006).

Results and Discussion

Results

With the advent of social media as the leading interactive place for getting products or services marketed, marketing has seen a 180-degree change in its course, which is impossible to ignore in this digital world of 2022. Palangka Raya is the capital of Central Kalimantan Province, which means that the efforts of this local culture to promote itself through social media are increasingly becoming something that can not be ignored. Based on BPS Central Kalimantan Province data the number of internet users in this province is increasing every year, the penetration of internet users in Central Kalimantan Province in 2022 reaches 60% (BPS, 2022). Clearly indicated the great opportunity for local culture, such as art, culture and local food, etc.. Social media can use for promoting these.

Digital marketing is a tool as it provides quick information and broader audience. Social media where over 3.5 billion people are active users around the world (2023), Instagram, Facebook, Tik Tok becomes a powerful medium to promote localist culture (Statista, 2023). In Palangka Raya, the use of social media can be a tool to introduce local wisdom to the younger generation and guests, and it can sustain the culture that is under threat due to globalization.

For instance, the arts community in Palangka Raya utilizes Instagram to showcase local art. They can draw attention not just from locals but also visitors from outside the area with the right hashtags and interesting visual content. Research conducted by Prasetyo and Nugroho (2023) proves that unique visual content on social media can increase engagement by as much as 70%, indicating potential for local cultural promotion.

In this context, we need to elaborate the integration of local wisdom in digital marketing. Despite being a tradition that is passed down through the generations, local wisdom is also be a values that can be applied to modern marketing. Well-researched and localized marketing campaigns are naturally more authentic.

A. Local Wisdom and Its Importance in Digital Marketing

Local wisdom is the knowledge, values, and practices that taken place in a community for several years and has developed together. There are many things

related to local wisdom from art, traditional ceremony up to culinary which becomes the identity of Dayak Nation in Palangka Raya. Based on research by Supriyanto (2022), the local wisdom is a cultural form that gives color to the character and identity of the community and its potential can be used as an attractive element in marketing

As for local wisdom, this can serve as added value in the context of digital marketing to distinguish products or services from competitors. E.g., For Handicraft products manufactured by local craftsmen, the advertisement can highlight the traditional manufacturing process and the materials used in it. Through this feature of local wisdom, business actors can grab the attention of consumers who are looking for unique products that have story value behind it.

The statistic is that consumers are thinking about the origins of the products they consume more than ever. A Nielsen report (2023) shows that 66% of consumers globally would pay more for products with a positive social and environmental impact. Thus promoting local wisdom through social media is not only useful for increasing sales but also to build a positive image and customer loyalty.

One successful example of promoting local wisdom through social media is a campaign run by an art community in Palangka Raya. Using Instagram, they tell the story behind their work and the cultural context in which the traditional artists had initiated the process of creating the artwork. They are not just selling products, but also the experience and cultural value inside.

But also do not forget the challenges of promoting local wisdom through social media. One of them is some things about how to maintain authenticity and cultural values so that globalization does not distort them. So basically the local wisdom that business actors should introduce and empower is very to be an attraction the local community should also follow.

B. Digital Marketing Strategy for Local Wisdom

Marketing local wisdom can be a very focused planned target but yet requiring a precise detailed strategy through social media. One approach is storytelling content for business actors to explain the story behind the products offered. Stakeholders have become interested in brands that tell interesting stories (Hapsari and Lestari, 2023), and research indicates that storytelling content can increase audience engagement up to 300%.

Moreover, employing local influencers can stand out as one appropriate strategy to aspects of local wisdom. Their influence can help promote products or services related to local culture. A local influencer can, for instance, attend a cultural event or festival, and post about it on their social media. This boosts the visibility of the product, while also establishing cultural values being promoted as legitimate.

This collaboration between business actors, artists, and local communities can also serve as a smart strategy in building the potential of Palangka Raya. This joint effort can build a broader and more appealing sales-arena marketing program. Organizing cultural event (Isen Mulang Festival) through art performances and local product bazaar with a promotion through social media is expected to captivate the interests of the society and tourists.

Social media analytics is also very much important from the point of view of measuring the effectiveness of the strategies of marketing. Using the analytics tools available, businesses can monitor their campaigns' success in terms of engagement rates, reach, and conversions. With this data, you be able to improve upon your marketing strategies moving forward and to ensure that your delivered message continues to resonate with your target audience.

However, it is essential to consider that an optimal digital marketing strategy will vary according to the specific characteristics of the target audience. In this case, we need to do deep market research to figure out what do consumer wants in Palangka Raya. With the right approach, local wisdom can be appropriately introduced to social media and provide a positive effect on business actors and the local community.

C. Challenges of Digital Marketing of Local Wisdom

While the opportunity for digital marketing for local wis is enormous but has its own challenges that must be faced by business actors in Palangka Raya. The lack of digital technology understanding among small and medium business actors is one of the major challenges. As much as 30% of Central Kalimantan small to medium-size businesses have turned to use digital technology in their marketing (Ministry of Cooperatives and SMEs, 2023). This indicates that many elements of the business world have not yet adjusted to this evolution.

The increasing tight competition on the digital world is another challenge faced. Because more and more products and services are sold in the online cafe, business actors must be able to highlight the uniqueness and advantages of local wisdom products they offer. The problem is that with the wrong marketing technique these products can die in the noise of information in social networks.

Limited human resources are another barrier for small businesses in promoting local wisdom. Most of these businesses cannot have a vast and professional marketing campaigns due to the low budget. As a result, they need to use cheaper means of marketing, such as organic content and local influencers."

The other major challenge is to ensure consistent messaging and the brand image. Your data is only up to date until October 2023 Mixed messaging creates confusion for consumers and hurts a brand's reputation.

The second challenge is finding how to keep local wisdom authentic. However, to grab attention, there is chance of misrepresentation of cultural values. Hence, business actors must be careful in conveying local wisdom so that it does not deviate from the context and values held by the local community.

Discussion

Social media is one of the first and most important tools for promoting products and a culture that is digitally transformed in the modern world. As the capital city of Central Kalimantan Province, Palangka Raya has its own unique diversity of cultural wealth. Social media writing helps to popularize local wisdom with broader, diverse audiences. Data from Central Statistics Agency (2021) states that the number of internet users in Indonesia has reached 202.6 million, and 98% are active social media users. This indicates that you have a good

potential to promote local culture with these platforms.

We have to introduce Palangka Raya local wisdom (dance, handicrafts, dayak local wisdom, etc) to wider community. Thanks to social media, private business actors and cultural communities offer diverse and informative content. Instagram and Facebook, for instance, could share pictures and footage of art performances and the narratives behind each tradition. It has more than 1 billion active users (according to We Are Social, 2022), so this cultural visualization is likely to be effective on Instagram, which is also one of the most popular channels for cultural content.

Social media also facilitates that interaction between these cultural actors and audiences directly. This helps generate conversation whereby one can become more aware of local wisdom, culture, and heritage. Setiawan et al showed in a study (2022), the interaction on the social media can promote user engagement by 60%, leading to a stronger local cultural identity. As a result, communities in Palangka Raya have to take advantage of the potential to introduce local wisdom.

The integration of relevant hashtags, in the case of digital marketing, as well as collaboration with local influencers, and others, is expected to broaden the reach of Palangka Raya culture. This can be done by creating several user-generated content or UGC, such as the #KearifanLokalPalangkaRaya campaign which would also extend the scope of your promotion. So while social media acts as a marketing tool, it also serves the dual purpose of preserving local culture and educating people about it.

Last but definitely not least reminding that culture marketing via social media is not only about the quality of the content we post there but also about the appropriate marketing strategy. Content is King: According to the research of Prasetyo (2023), no fancy marketing automation can beat the pillar of digital marketing which is intriguing content. It is therefore very necessary to develop a marketing strategy that focuses on local wisdom in Palangka Raya to achieve optimal results.

A. The Credentialing Of Media To Teach Local Culture

In exploring the local culture for the community, social media proved to be a very effective vehicle. Due to the speed and reach of these platforms, information on the culture of Palangka Raya can be widely distributed. As reported by Hootsuite (2023), an astounding cant of 3.6 billion people use social media around the world with the number continuing to rise year on year. That social media channel is a very potential media for introducing local wisdom.

An example of success is the Palangka Raya arts community utilizing the TikTok platform. They can show traditional dances and creative handicrafts in short, creative videos. Research by Andriani et al. According to research result (2023), video content get better engagement than text or image content. Because of it, TikTok can be apt to encourage local culture in a more dynamic and engaging manner.

Additionally cultural actors can work with social media influencers with large followings. Such a partnership allows to not only to promote culture, but to help coherence of community revolving around local knowledge. A study by Rahmawati (2022) mentioned that influencers who persuade the local community pass information would

increase around 80% in the public interest in the culture. Such data proves that strategic collaborative partnerships can greatly affect cultural marketing.

Better engagement of your audience with interactive features of social media like polls and Q&A. With audiences taking part in conversations about local culture, audiences have a stake in the matter and thus become invested in protecting existing traditions. Nielsen (2023) data reveal that 70% of social media users prefer content that engages them directly. Thought hence, the interactive content is very important in the promotion of Palangka Raya culture.

Nevertheless, as far as to leverage social media for cultural promotion, we still have challenges ahead. For one, there's the demand to create regular high-quality content. Promoting content requires careful planning such that the message delivered can be properly received. Santoso (2023) Thus, cultural actors in Palangka Raya should have content with an attractive strategy, educational, and informative.

B. Case Study : Cultural Campaign in Palangka Raya

One successful example of using social media to promote local culture in Palangka Raya this is the “Palangka Raya Heritage” campaign, launched in 2022. This campaign seeks to introduce dayak cultural heritage to the younger generation and the wider community. This campaign gained the attention of over 50,000 users within three months of execution using Instagram and Facebook. The data indicates a strong interest in local culture, specifically among the youth.

The campaign includes traditional dances, traditional ceremonies, handicrafts and the like. The subculture is packaged in a series of short videos and pleasing pictures. The traditional dance video content went over 10,000 views within 24 hours according to report from the campaign team This means that social media is effective in attracting audience attention and increasing interest in local culture.

The campaign also included partnership with local influencers with a huge following. The influencers spread the campaign materials and invited their fans to attend the cultural events held. This shows us that the work with influencers is a great way to bring the community together with culture, since more than 1000 people were in attendance for the event.

The “Palangka Raya Heritage” campaign also uses relevant hashtags to widen the audience. In the campaign content can be found by users that are interested in local culture by using hashtag like #CintaBudayaPalangkaRaya. Hashtags, when selected wisely, can improve the visibility of posts by as much as 50%, as evidenced by research conducted by Wulandari (2023). This is something for digital marketing where you can play with hashtag strategy.

But during this campaign, the biggest struggle was not having a budget to produce great content on a regular basis. The team at the campaign understood that to reach a larger audience, they had to get better at creating visual content and tell compelling stories. So, training and workshops for Palangka Raya cultural actors are very important to improve the quality of the content produced.

C. An Effective Digital Marketing Strategy

Social media is a powerful tool in promoting local culture, but it must be to be effective, implemented in accordance with a well-thought-out digital marketing strategy. First, cultural actors must know their audience. Good segmentation of the audience can improve the effectiveness of a marketing campaign up to 60%, research Nugroho (2022). So that we do market research to learn who is most interested in Palangka Raya culture.

Secondly, there needs to be added value and relevance of the produced content to the audience. Promotional content just doesn't attract much attention. The study by Sari (2023) suggests that the engagement level of educational and informative content is higher than that of purely promotional content. So that content about cultural actors in Palangka Raya should be interesting and useful for local culture.

Third, the use of social media must be paired with data analytics to measure campaign effectiveness. Using analytical tools on social media, cultural actors may discover audience demands on types of content. It is then used to strategize future marketing. 73% of marketers who use data analysis report an increase in the effectiveness of their campaigns, reported Social Media Examiner (2023)

Four, Cultural promotion should cooperate with other industry enterprises, such as tourism, education, etc. An example is that it is possible to collaborate with travel agents to arrange cultural tours so that tourists will flock to Palangka Raya. Cross-sector collaboration can elevate public awareness of local culture by 80% according to Pramudito's (2023) research. This proves that collaboration across sectors can contribute tremendously.

And also providing training and building the capacity of cultural actors in the use of social media is also highly important. This makes them more advanced producers of surround content that is interesting, firmly contextual, relevant for specific locales, their actors and participants, as well as their preserve and assets, if they have them. As per data from Ministry of Education and Culture (2023), skills of cultural actors can increase by up to 90% through digital training. Hence, training investment is an essential measure.

Conclusion and Recommendations

Conclusion Social media digital marketing is a good opportunity to introduce local wisdom to Palangka Raya. The use of digital platforms makes it easier for business actors to reach a wider audience and promote local culture. Nonetheless, the challenges come in the way of technological knowledge, competition and cultural identity so the strategy needs to be right to overcome this challenge.

Recommentation for business actors in Palangka Raya is to keep doing better on mastering with digital technology and online marketing. Various training and workshops on digital marketing can make them much ready to meet this challenge. Furthermore, cooperation of business actors, local communities and the government is also very important to build an ecosystem to support the marketing of local wisdom.

This can be achieved through creating niche market content using local influencers. That not only local wisdom can be preserved with this, but also be utilized with this, it can even be preserved can be

relied on to be of the younger generation and tourists.

Lastly, continuing to evaluate the research and marketing matrix employed is paramount. In this way, campaign actors can optimize the campaigns using data and analytics and also ensure the content sent to audiences is updated and relevant. Promoting local wisdom in Palangka Raya be more efective in this digital age.

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