

## SPONSOR-ORIENTED MARKETING COMMUNICATION BY PADANG TV FOR MAINTAINING LOCAL-CULTURAL CONTENT

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### ABSTRACT

This research focuses on promotional strategies conducted by Padang TV in an effort to introduce and maintain the Duduak Baselo program as a cultural content program. From the minimal existence of cultural content in the majority of Indonesian television, Padang TV is one of the local stations that present cultural content, one of which is the Duduak Baselo program. This program can survive, of course, because there are promotional and marketing efforts undertaken by the television station. Promotional mix analysis that becomes the focus of this research is on how the station approach to sponsors. This research uses descriptive qualitative method with a case study approach. In-depth interviews, observations, and documentation are used in collecting data. The data obtained were then processed with Miles and Huberman's technical analysis and validated with triangulation techniques. The results of this study indicate that the Duduak Baselo program carries out several communication activities as their promotional strategies in introducing and maintaining the Duduak Baselo program. Padang TV, as the station that produces Duduak Baselo, in such a way builds cooperative relationships with various parties, such as the government and the private sectors. This collaborative relationship is developed to get sponsors/advertisers. Activities undertaken to establish cooperation include building relationships, spreading proposals, lobbying, and negotiating.

**Keywords:** duduak baselo, local-content, marketing communication, padang tv.

### ABSTRAK

Penelitian ini berfokus pada strategi promosi yang dilakukan oleh Padang TV, dalam upaya stasiun televisi ini memperkenalkan dan memelihara program Duduak Baselo, sebagai sebuah program dengan konten budaya. Dari minimnya keberadaan konten budaya di sebagian besar televisi Indonesia, Padang TV adalah salah satu stasiun televisi lokal yang konsisten menyajikan konten budaya ini, di mana salah satunya adalah program Duduak Baselo. Program Duduak Baselo ini dapat bertahan, tentu saja, karena ada upaya promosi dan pemasaran yang dilakukan oleh pihak stasiun televisi. Analisis bauran promosi program yang menjadi fokus pada penelitian ini adalah bagaimana pendekatan stasiun televisi terhadap sponsor. Penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan studi kasus. Teknik wawancara mendalam, observasi, dan juga dokumentasi digunakan dalam mengumpulkan data penelitian. Data yang diperoleh kemudian diproses dengan teknik analisis Miles dan Huberman, dan lalu kemudian divalidasi dengan teknik triangulasi. Hasil penelitian ini menunjukkan bahwa program Duduak Baselo melakukan beberapa kegiatan komunikasi sebagai bentuk upaya promosi dalam memperkenalkan dan memelihara program Duduak Baselo. Padang TV, sebagai stasiun yang memproduksi Duduak Baselo, sedemikian rupa membangun hubungan kerja sama dengan berbagai pihak, seperti pemerintah dan sektor swasta. Hubungan kolaboratif ini dikembangkan untuk mendapatkan sponsor/pengiklan. Kegiatan yang dilakukan untuk membangun kerja sama meliputi membangun hubungan/relasi, menyebarkan proposal, melobi, dan juga bernegosiasi.

**Kata Kunci:** duduak baselo, komunikasi pemasaran, konten lokal, padang tv.

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## INTRODUCTION

The needs of the community for mass media in the age of globalization continue to increase (Khatimah, 2018). Television is also demanded to be able to develop and adjust as time grows. The Indonesian television industry also demonstrates a determination to survive/exist among the public and compete in getting a large number of viewers.

Unfortunately, to adjust to this globalization era, National Television in Indonesia has become minimal in producing cultural content. Whereas the younger generation in society needs cultural education and knowledge to preserve the nation's culture. The importance of cultural knowledge is due to the primary function played by the mass media as a source of information, education, and entertainment facility (Halik, 2015). Television programs with cultural content are significant to be presented as an effort to preserve culture (Namira & Nuraeni, 2017). Either it educates the public about the norms in force, re-instills ancestral characters in the next generation, and provides education about the customs that apply to each region.

The existence of local television is an alternative in providing cultural content to rebalance the Indonesian screen. Local television is a broadcasting station with a broadcasted territory that includes one city or district area (Christiany, 2015). One of the local stations known by the Padang people is the Padang TV station.

The Duduak Baselo program itself is a program presented by Padang TV as a forum for renewing Minangkabau culture. The Duduak Baselo program has been produced since 2014 using the concept of talk shows. This program is produced off-air and airs every Sunday at 20:00 to 21:00 WIB (Padang TV, 2019). Dasrul, as the Padang TV program manager, stated that in providing Minangkabau cultural education to the community, Padang TV designed a particular program called the Duduak Baselo program. The theme raised will be adjusted to the problems and issues that exist in the community. The issue is linked and analyzed according to Minangkabau custom. One example is an episode about young people who are contaminated by outside cultures and influenced by the digital world that can

encourage them to behave individually. Problems like this are package according to *adat* through the Duduak Baselo program.

This program, of course, needs marketing communication strategies to survive and attract sponsors/advertisers in supporting the sustainability of the program. That is why the research focuses on marketing communication strategies. Marketing communication could be separated into "marketing" and "communication" respectively (Listyawati & Akbar, 2016). However, the essential elements of marketing communication are more than a combination of "advertising, sales promotion, personal selling, and others" (Kandhogo, 2014). Related marketing activities involve communication activities.

The marketing communication strategy itself in the promotion program can use a promotional mix or promotional mix to achieve communication goals (Morissan, 2008). The concept of promotion mix or promotion mix outlines several strategies in introducing this program by advertising, building public opinion, conventional marketing, and various other elements (Ouwersloot & Duncan, 2008). The elements contained in the marketing mix are advertising, direct marketing, interactive marketing, sales promotion, public relations, and personal selling (Rismayanti, 2016). The description of the marketing mix is one of the three main areas in determining the success of a media.

This research focuses on marketing communication strategies because, as stated in the background, the Duduak Baselo program requires a marketing communication strategy to attract sponsors or advertisers in supporting the program sustainability. This discussion starts with what is done by Padang TV, what obstacles are encountered, weaknesses and strengths analysis, and the conclusion of the implementation. By analyzing the marketing problems of this program, it could help Padang TV on improving its marketing strategies.

The objective-based on the research problem is to find out the marketing communication carried out by the Duduak Baselo Padang TV program in maintaining programs with local cultural content. In addition, this research is expected to be able to enliven the local culture of Minangkabau in

the perspective of communication science as well as take a postmodernist perspective that emphasizes aspects of locality.

## RESEARCH METHOD

This study uses a constructivist paradigm. The constructivist model tries to understand the social action that takes place by looking at the meaning behind it. Through the constructivism paradigm, researchers try to identify the communication process of the Duduak Baselo program in introducing cultural programs on Padang TV.

Furthermore, this research uses a case study approach. Case studies are included in the descriptive analysis research, in which research is focused on one particular case to be observed and analyzed thoroughly to completion (Prihatsanti et al., 2018). Creswell revealed that a case study could be carried out using various sources of information which include: observation, interviews, audio-visual

material, documentation and reports (Creswell, 2003). In this method, a lot of information is needed a lot with the aim of later will get a lot of information material and is widespread. The main concepts of the case study method are:

1. Approach to study, explain, or interpret a case in its natural context without outside intervention.
2. The case study trend is to highlight a decision or set of decisions, why the decision was taken, how it was implemented, and what the outcome was (Nur'aini, 2020; Yin, 1981).

Case study research is often described as a methodology that is flexible, challenging and most commonly used in social science research.

The selection of informants in qualitative research is entirely determined by the researcher (Patton, 2002; Sondak et al., 2019). The researcher chooses to interview experts, where the researcher will determine certain characteristics in the selection of informants.



**Figure.2 The Duduak Baselo Part of Scene at Padang TV**  
(Source: <https://www.youtube.com>, 2017)

In this study, the characteristics of the informants who selected in conducting interviews include: working in Padang TV and understanding and being involved in the marketing of the Duduak Baselo program on Padang TV, also being involved in the Duduak Baselo Padang TV program for at least two years. Based on the needs of this study, there were three expert informants who were interviewed in this study, namely: Defri Mulyadi as Marketing Manager of Padang TV;

Dasrul as the Padang TV Program Manager; and Hendri Saputra as Producer of Duduak Baselo.

Research data were collected by conducting in-depth interviews, observation (for three months), and documentation. Interviews were conducted face to face according to the list of critical questions as a guide (Rachmawati, 2007; Rosaliza, 2015). The problem is related to the marketing

communication of the Duduak Baselo Padang TV program.

Observation is carried out by observing the absence of mediators in activities related to the object of research (Mania, 2008). In this study, researchers conducted direct participant observation by participating in carrying out activities that occur in the field. The researcher will also record the information obtained during the inspection.

The researcher also conducted non-participant observation by observing the Duduak Baselo program live on the Padang TV website and following marketing activities carried out through social media, including watching the audience's response on social media to the Duduak Baselo program. Researchers also tried to visit the Padang TV office and discuss and collect related files or documents.

The documentation method also carried out by researchers in gathering data. This method can collect information that supports data analysis and interpretation. Documents can be in the form of public or private records (Prasanti, 2018).

They were supporting documents that researchers use come from Padang TV, previous research in the form of thesis/journal communication science related to marketing communication, and also books related to the study. In addition, researchers also used Padang TV documentation photos and photo documentation researchers when conducting interviews or observations.

Data analysis was performed using the Miles and Huberman technique, which offers three components of analysis (Ilyas, 2016; Pawito, 2008). These components are data reduction (data selection, focusing on specific data), data presentation (interweaving data groups with other data groups), and finally, conclusions (Rijali, 2019). Verification is the stage of confirmation, sharpening, or revising findings that have been made so that they arrive at final judgments) (Denzin & Lincoln, 1998; Purwaningsih, 2012). Data that is declared valid through triangulation will give researchers confidence about the validity of the data, so they do not hesitate in making decisions about the research carried out (Bachri, 2010).

## RESULTS AND DISCUSSION

This section describes the communication activities of the Duduak Baselo program in introducing cultural shows on Padang TV through marketing communications oriented to sponsors/advertisers who can support the Duduak Baselo program financially. Sponsorship is a form of support from outside parties to fund the production process. Outside parties will get their goals under the agreements that have been made, for example, such as promotional activities during the production program takes place.

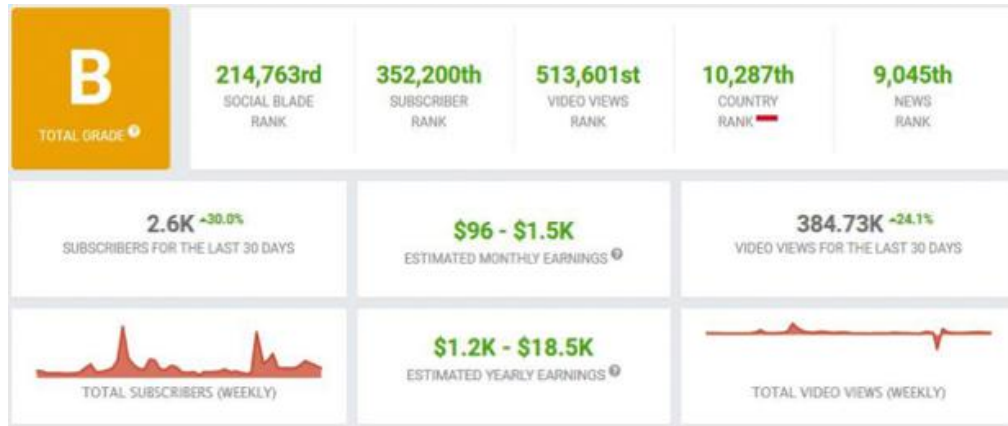
### Internet usage

Padang TV uses the internet as an opportunity to find cooperation. The use of websites and social media is done to make it easier for those who want to work with Padang TV by including the contact person of Padang TV. Besides that, on Duduak Baselo's post on Instagram Padang TV, a caption that said "info and cooperation contact the producer: @hendri\_padangTV" was added. The Caption informed that the Duduak Baselo program also opened cooperation with the broader community in the form of producing this program outside the Padang TV stadium. According to Hendri, producer Duduak Baselo (as informant 3), states that this Caption can inform and invite Instagram users who see this upload to collaborate.

Furthermore, marketing through social media, especially Padang Padang TV Youtube channel, can also provide support to the company. Imul, as the marketing manager, explained that the Duduak Baselo program is a popular program on the Padang TV Youtube channel. This program has a superior number of viewers compared to other programs. This viewer number is also an opportunity for Padang TV to increase Padang TV's Youtube channel so that Padang TV can get revenue from Youtube. The income from Youtube mentioned by Imul is in accordance with the data obtained by researchers through a website, that can measure the development of a Youtube channel. The chart data from socialblade.com (Blade, 2019) explains that

until now, the income received by Padang TV through its YouTube channel ranges from \$ 96 - \$ 1.5K / month or \$ 1.2K - \$ 18.5K / year. This range is in accordance with the results of

Padang Padang TV Youtube channel development charts. If converted, the range reaches Rp. 1.3 - Rp. 21 million / month or Rp. 16 - Rp. 252 million / year.



**Figure.2 Padang TV Youtube Channel Development Graph**  
(Source: socialblade.com, 2019)

### Telephone usage

Sustainability with contact persons spread through websites and social media is by serving incoming and outgoing calls. Telephone communication activities are efforts to direct marketing, both outgoing and incoming call services. Padang TV calls out by telephone in marketing products and building relationships/cooperation. Incoming telephone service is also implemented by disseminating telephone number information through the Padang TV website or social media that has been explained previously.

Padang TV also serves incoming calls via telephone, which is usually done by people who have watched the Duduak Baselo program to do production in their *nagari*—stated by Hendri (as informant 3), that there was a direct request from the community of the Duduak Baselo program to shoot the program in a village or *orong*.

### Conventional Marketing

One of the things done by Padang TV to seek cooperation is to spread proposals to submit partnership, which has unravelled Padang TV programs, including the DuduakBaselo program. The following is the explanation from informant two:

"Proposals are also disseminated to companies, a number of regencies/cities, offices, members of parliament, regional

heads. Whether it is the Padang TV profile campaign proposal which includes the Padang TV program, we will send it to you in hard copy. So that people can read and can see offers in hardcopy and still conventional, written. But now actually there's no need for it right now via e-mail. If the proposal to Jakarta does not play using PDF hardcopy, we just play e-mail, like to telkom in the green earth program, including ministries, DPR RI, we send proposals in pdf format."

Submission of proposals is a form of written cooperation offer conducted by Padang TV. However, this form of offering is recognized as not going to run smoothly if it is not accompanied by establishing good relations with related companies or agencies. Informant 1, Imul also stated that proposals sent to a number of agencies and the private sector were a form of formality carried out by Padang TV. The follow-up form of the request carried out by Padang TV is by lobbying and negotiating directly or by telephone. Without doing this, cooperation will not be established. For this reason, building good relations is needed by Padang TV in reaching cooperation agreement, he said.

Follow up of the proposal is by establishing good relations. Informant 1, Imul stated that Padang TV made use of each of its crew in establishing cooperative relationships

because each team had a background as a journalist. The intended cooperation here in the form of activities to find sponsors, look for advertisers. Padang TV utilizes the skills of each crew to be part of Padang TV marketing is seeking cooperation. Following the statement of informant 1, Imul:

"Each crew walks to look for cooperation. Each division is responsible for selling each program. All of them took part in marketing the program, including offering advertisements so that all the crew were marketing Padang TV".

One of the collaborations carried out by the Duduak Baselo program in marketing the program is Padang TV establishes relationships with government agencies, private parties, or other agencies. Some several companies or agencies have collaborated with the Duduak Baselo program, such as the Cultural Value Conservation Center (BPNB), BUMN (PT. Semen Padang), the campus, and the regional heads and board members who have cultural backgrounds. One of the things done by Padang TV is to spread proposals to propose cooperation in which Padang TV programs have been decomposed, including the Duduak Baselo program.

Like the cooperation obtained by the Duduak Baselo program with PT. Semen Padang. The agreement was achieved due to relations, lobbying, and negotiation factors, as explained previously. PT. Semen Padang agreed to sponsor or fund the Duduak Baselo program. The profit gained by PT. Semen Padang is the presence of a logo or banner when the production process takes place off-air. At the time of the program, the broadcast will appear the logo of PT. Semen Padang when the event will take place and ends, which are usually called bumper in and bumper out. And the host will also mention the tagline of PT. Semen Padang which is "*kami telah berbuat sebelum orang lain memikirkannya*" at the Duduak Baselo program.

This cooperation is undoubtedly beneficial for the Duduak Baselo Padang TV program in terms of revenue. From the cooperation agreement, PT. Semen Padang sponsors or finances the production of the Duduak Baselo program. The nominal obtained by Duduak Baselo is Rp. 1,500,000. With this partnership, Padang TV can bind the interviewees with contracts and then maximize

entertainment such as *talempong* music so that the shows are not monotonous.

Likewise, the collaboration carried out with the Cultural Preservation Center of West Sumatra. Padang TV also sent proposals first. Several episodes were present, thanks to the cooperation of both parties. Here BPNB cooperates to complete their work program, which is to publicize and disseminate information on the preservation of cultural values as their work program.

Cooperation involving government agencies can only be carried out under the list or work program of the agency concerned. So that cooperation cannot be carried out on an ongoing basis because each agency has a specific plan and budget agenda. This fact is in accordance with the statement of informant two, Dasrul, who stated that cooperation with government agencies is often obtained at certain times, namely at the end of the year, until the beginning of the year, so that collaboration will be crowded at certain times.

Furthermore, it is challenging to find cooperation with private companies. Padang TV has conducted a lobbying and negotiation process, but it has ended in nothing. The private sector has no interest in sponsoring programs in local media or advertising in local media. Their enthusiasm is only in events that directly support their products.

In the Duduak Baselo program, advertisements that made during the commercial breaks have not received the attention of advertisers. Seen from the absence of special requests from advertisers to place their ads on the commercial breaks of this program. As stated by informant 1, Imul:

"Ad placement depends on their request. There are those who want their products to be advertised in the intermittent ticking program, and there are also those in the Minute and Minute program. But so far no one has asked for their ads to be displayed on the Duduak Baselo program. if the Duduak Baselo program cooperates more with sponsoring the program."

In connection with the above statement regarding the absence of advertisers, informant 2 explain:

"We have tried to offer private products to advertise on broadcast breaks, but they don't want to, they are more inclined to events. So that we place adverts in this

program as cheaply as possible, the results of incoming advertisements, which are package advertisements. This package advertisement is one of the advertising strategies that we place randomly. "

A package advertisement is implemented as an offer of minimal cost to advertisers. This package is a form of cooperation between Padang TV with an agreement on the placement of random advertisements at a relatively low cost. Advertising packages can also be an agreement of advertisers who sponsor a program while getting several ad slots.

Finding sponsors/advertisers in the DuduakBaselo program was indeed recognized as difficult by Padang TV. Moreover, getting cooperation with private companies. Padang TV hopes more for government agencies in establishing the partnership. Imul, as informant 1 stated that 65% of the revenue that Padang TV sourced from the government. The limitations of sponsors and cooperation are a weakness and threat to Padang TV in getting a certain amount of income or income. This condition also has an impact on a minimal production budget so that the production schedule is minimal, and the packaging of the Duduak Baselo program is not optimal.

Informant 2 explains:

"If no one sponsors us to run once the production takes 5 episodes, there will be a lot. So next week there is no need for production anymore because each production has a cost. There are many episodes of production costs that have increased, but at most the cost of consumption is where it already exists. At most, the production hour should be 1 hour so 3 hours. At least we make 2 episodes".

That statement shows that the lack of cooperation in sponsoring the Duduak Baselo program or partnership with advertisers will have an impact on the minimum production budget. A low budget will affect the amount of production so that the production process is not maximally carried out. One of the things done by Padang TV is to extend the production time so that in one production will produce several episodes. This solution will reduce costs in the production process but, in

other cases, will reduce the interest of the audience because the impressions do not vary.

The lack of a production schedule also has an impact on production schedules that are not optimal in terms of quality. Besides, due to this minimal production process, a screening of the Duduak Baselo program was performed. This condition also results in the irregularity of airing the program, which also means reduced the opportunities to do marketing activities via the internet, especially the profit opportunities that can be obtained from YouTube ads (Christian, 2019). The use of the internet, especially Youtube, contributed to increasing Padang TV's revenue because the Duduak Baselo program has quite a broad audience. However, uploading impressions on this Youtube channel is not done routinely/continuously due to the lack of production processes.

What is meant by sponsor/advertiser in this discussion area is in the form of an agreement that can support Duduak Baselo Padang TV program from a financial perspective. This sponsorship activity is essential because Padang TV is a private television station. As a private television station, Padang TV is commercial, meaning that it aims to pursue profit (Morissan, 2008). Padang TV certainly has a goal so that profits come for the survival of the company.

The development of communication technology creates a new form of persona management strategy (Triputra & Rewindinar, 2020). The use of the internet, especially Youtube, can be an opportunity for Padang TV to benefit. The internet is an interactive media that allows for reciprocal/two-way information flow (Morissan, 2010). The internet, both in the form of websites or social media, is used by Padang TV to make it easier for outsiders who are interested in working with Padang TV. Those who want to work together can contact Padang TV through social media accounts/e-mail or the telephone number listed.

The use of the telephone is essential in maintaining good relations with relations to create opportunities to work together. Padang TV takes this opportunity by serving incoming and outgoing calls. This activity is part of telemarketing activities, which are communication activities by telephone to do direct marketing using both outgoing and

incoming calls (Hanartani & Maswir, 2017; Monareh et al., 2018). By gathering audience data, government, and non-government agencies, then contact/serve their calls via telephone as Padang TV did in building positive relationships that will have an impact on increasing the marketing of the DuduakBaselo program.

Furthermore, the proposals also can be used to introduce the Duduak Baselo program to many districts/cities, offices, members of the DPR, or regional heads. Dissemination of proposals is a written form of cooperation offered by Padang TV. This proposal is a form of cooperation offer. However, this form of cooperation offer is recognized as not going to run smoothly if it is not accompanied by establishing good relations with companies or related institutions (Shimp, 2003). Therefore, the spread of proposals must be accompanied by expanding relationships or establishing good relations. The follow-up form of the proposal carried out by Padang TV is by lobbying and negotiating through face to face or via telephone. Without doing this, cooperation will not be established. For this reason, building good relations is urgently needed by Padang TV in reaching a cooperation agreement.

Building good relationships can make it easier for companies to launch suitable activities related to production and marketing. From the results of research conducted, most Padang TV crew with a background as the press have expertise in building relationships. Each crew (not just the marketing division) is mobilized to seek for cooperation. This relationship is used to seek cooperation with both the community/audience or in the form of activities to find sponsors or find advertisers.

The results of the study stated that cooperation with the government or the private sector was minimal, so the non-profit collaboration was implemented. Padang TV, as a private television, certainly has a policy so that profits come for the survival of the company. As Morissan explained that private television is commercial in nature, which means it has the goal of pursuing profits (Morissan, 2008). Padang TV's policy under these circumstances minimizes production costs. So that the impact on many things, especially the lack of maximum production carried out, affects repeated impressions and

also marketing via the internet, especially YouTube, which is not done on an ongoing basis. Besides, other marketing activities cannot be carried out optimally.

Furthermore, based on the interviews with the informant it was also found that finding sponsors/advertisers in the Duduak Baselo program was indeed recognized as difficult by Padang TV. At the same time, cooperation agreements were crucial for the sustainability of television programs. Therefore, with the background of Padang TV crew as journalists who have relations, they must be maximized in lobbying and negotiations and sensitive to the opportunities that exist. Padang TV needs to lobby and negotiate so that an agreement is reached with the sponsor or advertiser. If the Duduak Baselo program is maximum in getting cooperation, it will affect the budget in producing and marketing the Duduak Baselo program.

The discussion above explains each marketing communication activity carried out by the Padang TV Duduak Baselo program. There are two things that Padang TV does in marketing, which is audience-oriented marketing and sponsors/advertisers.

Padang TV only uses five of the six elements of the promotional mix in conducting audience-oriented marketing communication. These five things are interactive marketing (internet use), public relations (building public opinion), direct marketing, and direct sales (conventional marketing). What Padang TV did not do in marketing the Duduak Baselo program was sales promotion.

Sales promotion or sales promotion in television programs is a marketing activity to provide particular added value to stimulate the audience's immediate reaction. In other words, that is as an effort to drive or accelerate audience response in the short term (Morissan, 2008). The finding shows that Padang TV has planned to carry out activities such as giving gifts to the audience, but the lack of cooperation constraints this plan.

## CONCLUSION

The sustainability of the Duduak Baselo program requires support from sponsors/advertisers. Marketing communi-



cation activities which are oriented to sponsors/advertisers are carried out through the media usage (such as internet and telephone) and conventional marketing (such as spreading cooperation proposals and building good relations with other parties). It also is done by lobbying and negotiating with the government/private sector to get sponsors/advertisers. Since the results of the study stated that in obtaining cooperation with sponsors/ advertisers is challenging to obtain, Padang TV must be more vigorous. Moreover, Padang TV must also be more sensitive to any opportunities that allow the creation of agreements in collaboration with sponsors/advertisers.

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