

STRATEGY OF UTILIZING INSTAGRAM AS A PROMOTIONAL MEDIA AND PRESERVATION OF CAKRA PALAH BATIK (CASE STUDY OF LARASANOM BATIK CRAFTSMEN IN BLITAR REGENCY)

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Abstract

Keywords:

Instagram,
Digital Promotion,
Cultural Preservation,
Cakra Palah Batik,
Larasanom Batik.

The development of social media has brought about significant changes in the way people communicate and market products, including in the preservation of local culture. One platform that plays a crucial role is Instagram, which has a high visual and interactive power. This research was motivated by the need to understand how Batik Larasanom artisans in Blitar Regency utilize Instagram not only as a promotional medium but also as a means of cultural preservation through Batik Cakra Palah, which is rich in philosophical values. The research gap arose from the limitations of previous studies that generally focused on commercial aspects without examining the cultural dimension. This study aims to analyze the strategy of Batik Larasanom's use of Instagram in promoting and preserving Batik Cakra Palah and identify supporting and inhibiting factors. The method used is qualitative research with a descriptive approach. Data were obtained through in-depth interviews, observation of Instagram content, and documentation, then analyzed using triangulation techniques to test the validity of the data. The results show that Batik Larasanom utilizes Instagram features such as feeds, stories, reels, and highlights to educationally display the visual beauty, manufacturing process, and philosophy of batik. This digital strategy has proven effective in increasing brand awareness and strengthening the image of local culture. However, major obstacles include limited human resources, inconsistent content, and intense digital competition. These findings confirm that Instagram has significant potential to become a strategic medium for sustainably integrating the promotion of the creative economy and the preservation of local culture. This is an open access article under the [CC BY-NC-SA 4.0](https://creativecommons.org/licenses/by-nc-sa/4.0/) license



INTRODUCTION

Social media is a type of cyber media whose presence is in line with the development of information technology, especially the internet. Social media has emerged and changed the communication paradigm of modern society, where interactions can now take place without the constraints of distance, time, and space. Communication no longer requires face-to-face interaction; it can occur anytime and anywhere. Not only as a means of disseminating information, social media also enables individuals to become content producers that can be disseminated to a wider audience. One of the most popular social media platforms in Indonesia is Instagram, which allows users to share photos, videos, and stories visually, making it an effective medium for conveying messages and building social interaction.

The rapid development of social media has had a significant impact on the world of modern marketing. The author observes that social media now serves as a highly effective promotional tool due to its broad reach and easy access to real-time information. Through interactive and participatory features, social media enables businesses to convey promotional messages in an engaging manner while building direct relationships with consumers. In addition to serving as a two-way communication medium, platforms like Instagram also offer paid advertising, influencer collaboration, and consumer behavior analytics, all of which help businesses understand market segmentation (Ardianto & Erdinaya, 2004). Therefore, utilizing social media as a promotional tool is a highly relevant and important strategy in the digital era, particularly in efforts to strengthen brand awareness and increase business competitiveness.

In the context of local culture, social media also serves as a potential platform for introducing and preserving Indonesian cultural heritage, including batik. Batik has been known since the Majapahit era and became popular between the 18th and 19th centuries. Until the early 20th century, hand-drawn batik was produced, while stamped batik only became known around the 1920s. The word "batik" itself comes from Javanese, and according to GP Rouffaer, the batik technique was likely introduced from India or Sri Lanka in the 6th or 7th century (Nugroho et al., n.d.). Along with industrialization and globalization, batik-making techniques have continued to evolve, giving rise to a variety of types and motifs that reflect the identities of each region.

Pekalongan is a region widely known for its unique batik production. In 2014, the city was even designated as part of UNESCO's Creative Cities Network in the *Crafts & Folk Art category*, earning the title *World's City of Batik* (Purnomo, 2022). Pekalongan's success in developing batik is inextricably linked to the role of social media as a promotional and branding tool. Similar phenomena are now emerging in other regions, including Blitar City, which is striving to develop its distinctive batik as both a symbol of regional identity and a creative economy product.

Batik Larasanom is a batik industry in Blitar that plays a vital role in preserving local cultural heritage. One of its signature pieces is Batik Cakra Palah, which embodies a profound philosophy of strength, resilience, and self-awareness. This motif not only represents Javanese cultural values but also depicts a universal outlook on life. Batik Larasanom is managed by local artisans who focus not only on aesthetics but also on introducing the philosophy behind each motif to the wider community. Through a creative approach that combines traditional techniques with modern innovation, Batik Larasanom

has successfully captured the attention of the younger generation while keeping cultural values alive in the digital age.

Throughout its development, Batik Larasanom has utilized Instagram as its primary platform to promote and preserve Cakra Palah Batik. Through visual content in the form of photos, videos, reels, and stories, the @batik_larasanom account not only showcases the beauty of the motifs and the batik-making process but also conveys the philosophical values contained within them. This digital strategy has proven effective in expanding market reach, increasing audience engagement, and strengthening the brand's image as a batik craftsman who is adaptive to the times.

However, utilizing Instagram as a promotional medium also faces challenges. Increasingly fierce competition for content in the digital world demands creativity and consistency in marketing strategies to remain relevant amidst changing algorithms and audience preferences. This is why this research is crucial: to analyze the Instagram strategies used by Larasanom Batik artisans to preserve and promote Cakra Palah Batik in Blitar Regency, as well as to identify supporting and inhibiting factors.

This research is highly urgent because it highlights not only the promotional and economic aspects, but also the preservation of local culture. Unlike (Hanif Ahda, 2023) study on *the Strategy for Utilizing Instagram as a Digital Marketing Communication Medium for Malai Batik*, which focused on the commercial aspect, this study combines two main dimensions: digital promotion and the preservation of cultural values through batik. Furthermore, this study expands on the findings of the study *on the Implementation of Digital Marketing Through Instagram for the BELVA Batik Artisan Group in Bangkalan, Madura*, which emphasized the marketing aspect without addressing the cultural dimension.

Conceptually, this study aims to determine how Batik Larasanom artisans utilize Instagram to preserve and promote Batik Cakra Palah, and to identify factors that support and hinder its implementation. The results of this study are expected to provide theoretical contributions in the field of digital communication and marketing, as well as practical benefits for batik entrepreneurs, local governments, and the general public. This research is also expected to increase public awareness of the importance of preserving local culture through sustainable digital innovation. Thus, the use of Instagram is not only a promotional strategy, but also a form of cultural adaptation in facing the challenges of modernization in the digital era.

From this background, the researcher is interested in conducting research with the title "Strategy for Utilizing Instagram as a Promotional Media and Preservation of Cakra Palah Batik (Case Study of Larasanom Batik Craftsmen, Blitar Regency)".

LITERATURE REVIEW

Social media

Social media is a form of information technology advancement that has transformed the way people interact, communicate, and share information. Social media allows users to connect without the constraints of time and space and provides a space for active participation in the creation and dissemination of information. In the context of mass communication, social media's key characteristics are interactivity, openness, and ease of access, making it a strategic tool in modern digital marketing (Nasrullah, 2020).

According to (Kaplan & Haenlein, 2010), social media can be defined as a group of internet-based applications built on the ideological and technological foundations of

Web 2.0, which enable the creation and exchange of user-generated content. From a marketing perspective, social media provides opportunities for companies and businesses to build closer relationships with consumers, build brand awareness, and create engagement through engaging and relevant content.

Instagram as a Promotional Media

Instagram is a visual-based social media platform that allows users to share photos and videos with various interactive features like Stories, Reels, and Live. Instagram is one of the most effective promotional media due to its visual nature and easy reach to a wide audience. According to (Ardianto & Erdinaya, 2004), promotion through social media offers advantages for businesses because it can expand market reach and establish two-way communication with consumers.

In the context of digital promotion, Instagram offers various supporting features, such as paid advertising, influencer collaborations, and the use of hashtags to facilitate product discovery. Instagram also provides analytics to help businesses understand audience behavior, allowing them to tailor promotional strategies to market needs.

Digital Marketing Communication Strategy

A digital marketing communications strategy is an integrated approach to building relationships with consumers through various internet-based channels, including social media. According to (Armstrong et al., 2014), marketing communications aims to inform, persuade, and remind consumers about the products and brands being sold. In a digital context, this strategy is implemented through creative content, storytelling, and two-way interactions that foster consumer loyalty.

According to (Rangkuti, 2009), the success of a digital communication strategy is determined by a company's ability to manage messages, select the right media, and understand target consumer behavior. Therefore, utilizing Instagram as a marketing communication medium not only serves to promote products but also builds brand identity and strengthens a positive image in the eyes of the public.

Batik as a Cultural Heritage

Batik is a part of Indonesia's cultural heritage, possessing philosophical, aesthetic, and economic value. According to (Kristiningsih et al., 2021), batik has existed since the Majapahit era and has become a symbol of national identity, reflecting the richness of cultural values and the creativity of the people. Each batik motif has a specific meaning related to the values of life, nature, and local beliefs.

Blitar, a region in East Java, has a distinctive batik called Batik Cakra Palah. This batik motif is not only visually beautiful but also imbued with philosophical meaning, depicting human strength, determination, and awareness in life. Batik Cakra Palah represents the cultural values of the Blitar people, passed down through generations and worthy of preservation so that they remain familiar to the younger generation.

Cultural Preservation through Digital Media

The use of digital media, particularly social media like Instagram, has opened up new opportunities for preserving local culture. According to (Purnomo, 2022), social media can serve as a means of promotion and cultural education through the dissemination of engaging visual and narrative content. By showcasing the production process, philosophy, and meaning behind each batik creation, social media serves as a bridge between traditional values and modernity.

Cultural preservation through digital media not only raises public awareness of cultural heritage but also strengthens local identity amidst globalization. In this context,

Batik Larasanom artisans in Blitar are using Instagram to introduce Batik Cakra Palah to the wider community while maintaining its presence in the modern market.

Previous Research Review

(Hanif Ahda, 2023) study, *"Strategies for Utilizing Instagram as a Digital Marketing Communication Medium for Malai Batik,"* examined how Malai Batik in Pekanbaru leverages Instagram to strengthen its brand image and increase sales. The results showed that consistent and interactive visual content can increase engagement and brand awareness. However, this study focused on commercial aspects and did not address the local cultural preservation dimension.

Furthermore, research conducted by (Sari & Aji, 2023) in an article titled *"Implementation of Digital Marketing through Instagram for the BELVA Batik Artisan Group in Bangkalan, Madura,"* showed that digital marketing strategies through Instagram were effective in expanding the market and increasing sales. The study primarily focused on economic and promotional aspects, without examining the cultural values behind the batik products.

Unlike those two studies, this study attempts to combine two approaches: promotion and cultural preservation. The focus of the study is how Larasanom Batik artisans utilize Instagram to promote Cakra Palah Batik as a unique cultural product of Blitar. This research not only highlights digital communication strategies but also emphasizes efforts to maintain the sustainability of philosophical values and local cultural identity in the digital age.

RESEARCH METHODS

Types of research

The type of research used in this study is a qualitative research method based on the philosophy of postpositivism. This research is used to examine natural object conditions, where data source sampling is carried out purposively and snowball, data collection techniques are carried out using triangulation, data analysis is inductive, and qualitative research results emphasize meaning rather than generalization.

Qualitative research methods emerged due to a paradigm shift in viewing reality, phenomena, and social phenomena as holistic, complete, complex, dynamic, and meaningful. Qualitative research is descriptive, meaning it depicts the phenomenon or event being studied in depth.

The purpose of this research is to comprehensively understand qualitative research, including its definition, paradigm, approach, basic assumptions, characteristics, data analysis methods, and results. The data sources for this study were books, journals, and documentation relevant to the research topic. The data obtained were then processed and summarized.

Place and Time of Research research

was conducted by observing and analyzing the use of Instagram social media in promoting and preserving Cakra Palah Batik. Observations focused on Instagram accounts related to Cakra Palah Batik as well as the production and promotion processes at the Larasanom Batik producer.

The research was conducted in Nglegok District, Blitar Regency, specifically at the Larasanom Batik producer, which is one of the Cakra Palah Batik businesses. This location was chosen based on the consideration that Larasanom Batik actively produces

Cakra Palah Batik, is committed to preserving regional culture, and consistently utilizes Instagram as a primary means of product promotion.

Research Period:

The research was conducted from March to June 2025. This period was chosen because it coincided with the active promotional period for Batik Larasanom on Instagram. This period provided an optimal opportunity for researchers to directly observe promotional strategies, collect relevant data, and effectively conduct interviews with relevant parties.

Research Objects and Subjects

Research Objects

Research objects are scientific targets for obtaining data for specific purposes in an objective, valid, and reliable manner. The objects in this research include:

1. Utilization of Instagram social media as a platform for the promotion and preservation of Cakra Palah Batik, which includes visual and textual content, communication strategies, and interactions that occur on Instagram accounts related to Cakra Palah Batik.
2. The promotional and preservation practices of Cakra Palah Batik carried out by Larasanom Batik producers, both online via Instagram and offline at the production site, which include the production process, marketing, cultural representation, and efforts to maintain the sustainability of batik traditions.

Research Subjects

The research subjects are the parties who are the primary sources of information. The subjects in this research consist of:

1. Instagram accounts that actively promote and preserve Batik Cakra Palah, including the official account @batik_larasanom.
2. Larasanom Batik Producer, which consists of two people in one family, namely Ama Mahiroh as the batik motif painter and Suharyana as the person responsible for the painting process.
3. The manager of Batik Larasanom's social media account, Thoriqul Habib, is responsible for creating and publishing content on Instagram.

Subjects were selected using purposive sampling, which involves deliberately selecting subjects based on criteria relevant to the research objectives. Subjects were chosen because of their experience and direct involvement in the promotion and preservation of Cakra Palah Batik.

Data collection technique

Data collection techniques are a strategic step in research because they aim to obtain accurate and relevant information. This research used three main techniques:

1. Documentation:

Documentation techniques were used to collect various documents and materials related to the use of Instagram for the promotion and preservation of Cakra Palah Batik. Data was obtained from Instagram content archives, including photos, videos, descriptive text, stories, highlights, and other supporting documents, such as promotional materials or media publications.

2. Instagram Content Observation:

Observations were conducted by directly observing activity on Instagram accounts

related to Batik Cakra Palah. Observations included the type of content uploaded, the form of interaction with users, and the promotional strategies implemented. The goal was to understand how Batik Cakra Palah is presented on social media and how audiences respond to it.

3. In-depth Interviews:

In-depth interviews were conducted with parties directly involved in the promotion and preservation of Cakra Palah Batik via Instagram. The interviews aimed to explore the perspectives, experiences, and strategies used in utilizing social media for cultural promotion purposes.

Data Validity Test

Data validity testing was conducted to ensure the accuracy and reliability of the research results. The technique used was triangulation, which combines various sources and data collection methods to verify and strengthen research findings.

Source triangulation is done by comparing data from interviews, observations, and documentation.

Triangulation of methods is carried out by using several data collection techniques to research the same phenomenon so that a more comprehensive understanding is obtained.

Data Analysis Techniques

Data analysis was conducted continuously from the beginning of data collection. Researchers used content analysis with a qualitative approach to interpret the meaning of text, images, and interactions on social media.

The analysis process includes:

1. **Data Reduction** — simplifying, sorting, and focusing data according to research objectives.
2. **Data Presentation** — organizing information in narrative or tabular form to make it easier to understand.
3. **Drawing Conclusions and Verification** — formulating interpretations of the analyzed data and verifying them to ensure the accuracy of the research results.

This analysis aims to provide an in-depth understanding of how Instagram social media is used as a means of promoting and preserving Cakra Palah Batik in the digital era.

RESULTS AND DISCUSSION

A Brief History of Larasanom Batik

Batik Larasanom is a batik business located on Jl. Makaryan Ngelegok, Blitar Regency, known for its active participation in cultural preservation efforts through the development of distinctive regional batik motifs, particularly Batik Cakra Palah. The business was founded in 2020 and continues to grow as part of the local, culture-based creative industry. The name *Larasanom* is derived from the combination of the words "Laras," meaning harmony, and "Anom," taken from the name of Karangnom Village, where the business is located. This meaning reflects the philosophy of harmony between traditional values and the spirit of renewal that is the main foundation for the development of Batik Larasanom.

This batik business is independently managed by one family, with the mother

responsible for traditional batik production, while the children handle digital management and promotion through social media, particularly Instagram. This intergenerational combination is Batik Larasanom's primary strength in preserving authentic traditions while adapting to changing times.

In addition to actively producing distinctive hand-drawn batik, Batik Larasanom frequently participates in various cultural events both inside and outside Blitar City to promote and educate the public about the production process and the philosophical meaning of the Cakra Palah Batik motif. The business also occasionally collaborates with public figures through *endorsements* as a strategy to expand its digital market reach. Thus, Batik Larasanom demonstrates that cultural preservation can go hand in hand with modern technological innovation.

"We started this business in 2020, initially out of a desire to introduce Blitar's distinctive motifs to the wider community... we eventually decided to separate, and the name changed to Larasanom. The word 'Anom' is taken from the name of the village where I live."

(Interview with Ama, May 22, 2025)

Batik Larasanom's vision is to be a business player actively involved in preserving local culture and developing a creative economy based on Blitar's local wisdom. Its mission is to empower the surrounding community through batik business development oriented toward cultural values and the creative economy.

Larasanom Batik Market Segmentation

The market segmentation for Larasanom Batik has not been formally formulated, but observations indicate consumer groupings based on age, cultural interest, and need for batik products. In general, these segmentations include:

Adult and Middle-Aged Age Segment

The main consumers of Batik Larasanom come from the age group of 30 years and above, such as teachers, government employees, and cultural activists who have an interest in traditional hand-drawn batik.

Batik Lovers and Cultural Community Segment

Larasanom Batik products are also in demand by members of cultural communities and batik lovers who appreciate the philosophical value and uniqueness of motifs such as Cakra Palah.

Local Consumer Segment and Educational Tourists

Some consumers come from among visitors to cultural events or local craft exhibitions who know the product through *word of mouth promotion*.

Social Media User Segment (Young Generation)

Through Instagram, Batik Larasanom has begun to reach the youth segment who are interested in *ethnic fashion* or formal events such as graduations and weddings.

"The average person who buys it is teachers, mothers, or people who really like traditional batik, so it's still rare for young people."

(Interview with Ama, May 22, 2025)

Overall, Batik Larasanom's market segmentation remains traditional and relies on personal relationships. Digitalization efforts through social media continue to be developed to reach younger segments and strengthen the brand's image in a broader market.

Utilizing Instagram Social Media to Promote and Preserve Cakra Palah Batik

Utilizing Instagram in Promoting Cakra Palah Batik

Batik Larasanom uses Instagram as its primary digital promotional tool due to its visual and interactive nature. This platform allows batik businesses to aesthetically showcase their products through *feeds*, *stories*, *reels*, and highlights. The content strategy focuses on storytelling, philosophy, and the uniqueness of the batik-making process to build an emotional connection with the audience.

"We make our Instagram content as engaging as possible, from showcasing the creation process, stories about the motifs, to workshops. This allows people to feel more connected and engaged."

(Interview with Habib, June 28, 2025)

The following are ways to utilize Instagram features in promotional strategies:

- **Feed:** used as the main display case to display batik products in a visually attractive and consistent manner.
- **Story:** utilizes ephemeral content to showcase daily activities and spontaneous interactions.
- **Reels:** displays short *behind-the-scenes videos* of the batik-making process to increase audience engagement.
- **Highlight:** save important *stories* such as testimonials, production processes, and promotions for easy access.

In addition to expanding market reach, this strategy also serves as an educational tool about the philosophy of batik. Interaction through comments and direct messages strengthens the relationship between producers and consumers, positively impacting customer loyalty.

Larasanom Batik Promotion Strategy on Instagram

- **Advertising:** Through visual uploads, Batik Larasanom introduces the Cakra Palah Batik motif with an aesthetic concept that highlights the uniqueness and cultural value of the product.
- **Sales Promotion:** Instagram is used to announce promotions and special offers that encourage immediate purchases. "We chose Instagram because it's perfect for showcasing batik... people are immediately attracted to it." (Interview with Ama, May 22, 2025)
- **Public Relations:** Batik Larasanom actively participates in MSME and cultural events, and utilizes *endorsements* from local figures such as participants in the 2021 Blitar Regency Gus & Jeng event. "Sometimes we collaborate with other MSMEs to promote each other." (Interview with Ama, May 22, 2025)
- **Personal Selling:** Direct communication is conducted via *direct messages* on Instagram or WhatsApp Business to answer customer questions and complete transactions. "We also use WhatsApp Business for promotions... buyers can also ask questions directly." (Interview with Ama, May 22, 2025)
- **Direct Marketing:** Two-way communication in the comments section or private messages is used to build closer and more responsive relationships with consumers.

"We're more focused on production, so sometimes we don't have time to create regular content." (Interview with Suharyana, May 22, 2025)

Theoretical Analysis

Based on the promotional mix theory (Armstrong et al., 2014), Batik Larasanom's strategy reflects a combination of modern promotional elements—from advertising to direct marketing. Research shows that the use of visual and interactive content on Instagram effectively increases *brand awareness* and strengthens cultural image.

This finding aligns with (Puspasari, 2021) research, which emphasized the importance of visual content in increasing brand awareness. It also complements (Hanif Ahda, 2023) study, which included an educational dimension that emphasized cultural preservation. Thus, Batik Larasanom's promotional strategy not only impacts the economy but also contributes to local cultural preservation efforts through digital media.

Utilizing Instagram to Preserve Cakra Palah Batik

Batik Larasanom's cultural preservation efforts are carried out through a synergy between traditional approaches and digital media. Instagram serves as an educational medium, showcasing the batik-making process, the meaning of motifs, and the philosophical values of Cakra Palah Batik to the younger generation. While the primary focus remains on commercial production and promotion, the use of social media has opened up new opportunities for the regeneration and appreciation of batik as a regional cultural heritage.

Overview of Larasanom Batik

A Brief History of Larasanom Batik

Batik Larasanom is a batik artisan located on Jl. Makaryan Ngelegok, Blitar Regency. The business was founded in 2020 with the primary goal of preserving and promoting Cakra Palah Batik as a distinctive cultural identity of Blitar. The name *Larasanom* is derived from the combination of the words "laras," meaning harmony, and "anom," taken from the name of Karanganyom Village, where the business is located. This philosophy reflects the harmony between traditional values and the spirit of renewal.

Batik Larasanom is managed by a single family, with the mother responsible for traditional batik production, while the son is responsible for digital promotion, particularly through Instagram. This intergenerational combination is a key strength in preserving traditional values while adapting to advances in digital technology.

In addition to its active batik production, Batik Larasanom also participates in various cultural events and regional MSME exhibitions. These efforts aim not only to expand the market but also to educate the public about the batik-making process and the philosophical meaning of the Cakra Palah Batik motif.

"We started this business in 2020, initially out of a desire to introduce Blitar's distinctive motifs to the wider community... we eventually decided to separate, and the name changed to Larasanom. The word 'Anom' is taken from the name of the village where I live."

(Interview with Ama, May 22, 2025)

Batik Larasanom's vision is to become a batik entrepreneur who is not only oriented towards economic profit but also plays an active role in preserving local culture through creative works that have high cultural value.

Market Segmentation of Larasanom Batik

The market segmentation of Batik Larasanom includes several consumer categories, namely adult and middle-aged groups such as teachers and government employees who have an appreciation for traditional batik, cultural and art lover communities, local

consumers and tourists who get to know the product through cultural events, as well as the younger generation segment reached through social media.

"The average person who buys it is teachers, mothers, or people who really like traditional batik, so it's still rare for young people."
(Interview with Ama, May 22, 2025)

Batik Larasanom's segmentation strategy still focuses on traditional consumers, while efforts to expand the digital market are directed at a younger audience through creative and educational promotions on Instagram.

Utilizing Instagram in the Promotion and Preservation of Cakra Palah Batik Utilizing Instagram in Promoting Cakra Palah Batik

Instagram has become the primary digital promotional medium for Batik Larasanom due to its visual and interactive nature. Content management utilizes *feed*, *stories*, *reels*, and *highlights features* to showcase products, production activities, and the philosophical values of Batik Cakra Palah.

"We make our Instagram content as engaging as possible, showcasing the creation process, motif stories, and workshops. This allows people to feel more connected and engaged."
(Interview with Habib, June 28, 2025)

Promotional strategies carried out include advertising activities by displaying aesthetic visuals of batik, sales promotions such as discounts and promos, and building public relations through participation in cultural events and collaboration with local figures such as Gus & Jeng of Blitar Regency.

Personal selling is done by communicating directly with customers through private messages and WhatsApp Business, while direct marketing utilizes two-way interactions with consumers in the comments column and *direct messages*.

"We also use WhatsApp Business for promotions... buyers can ask questions directly."
(Interview with Ama, May 22, 2025)

However, promotional activities have not been carried out optimally due to limited time and resources in managing social media.

"We'd actually like to be more active in promoting on Instagram, but production is still our top priority. So sometimes we don't have time to create regular content..."
(Interview with Suharyana, May 22, 2025)

Constraints and Inhibiting Factors

The main factors hindering the use of Instagram at Batik Larasanom are limited human resources in managing digital content, a lack of understanding of algorithms, and inconsistency in maintaining the quality of uploads.



Figure 4.16. Example of a post that overly emphasizes price without a cultural narrative.

Source: Instagram @batik_larasanom

Furthermore, competition from batik businesses from other regions that are already active and have a large following also poses a challenge. The limited audience response to educational content makes it difficult for businesses to gauge the effectiveness of their messages about cultural preservation.

"We actually want to be more active in promoting on Instagram, but production is still our top priority. So sometimes we don't have time to create regular content. My son usually helps with uploads, but when he's busy, we end up forgetting. Also, we haven't fully utilized features like Reels or promotions yet..."

(Interview with Suharyana, May 22, 2025)

This situation aligns with the findings of Lestari & Nugroho (2022), who stated that limited human resources and digital skills are the main obstacles for MSMEs in managing social media-based promotions. Another study by Batik BELVA in Bangkalan, Madura, also revealed a similar problem, where the lack of digital marketing experts impacts the sustainability of online promotions. Therefore, improving digital literacy is crucial for effective and sustainable promotion and preservation of culture through social media.

Implications of Theory

The results of research on the strategy of utilizing Instagram social media by Batik Larasanom provide important implications for the theory used.

Within the context of new media theory, the results of this study support the view that social media serves not only as a one-way communication tool but also as an interactive platform that enables public participation. The use of Instagram features such as *feeds*, *stories*, and *reels* is not only used for promotion but also to disseminate cultural education about the philosophy and process of Cakra Palah Batik.

From a promotional theory perspective, the results of this study indicate that promotional activities are not only aimed at increasing sales but can also be used to build cultural image. Visual strategies that highlight batik motifs and philosophies reinforce the cultural values inherent in the product, in line with Kotler and Armstrong's concept that promotion functions as an informational, persuasive, and reminder of brand and cultural values.

Meanwhile, in the context of cultural preservation theory, the use of social media has proven to be an effective tool in attracting the younger generation's interest in batik. Through an aesthetic visual approach and cultural narrative, batik can appear more relevant and appealing without losing its traditional meaning.

Overall, the results of this study reinforce the view that social media, particularly Instagram, plays a dual role as a modern marketing tool and a medium for cultural education. This approach can inspire artisans and other MSMEs to develop new media-

based communication strategies to promote and preserve local cultural products.

CONCLUSION

Based on the results of research on *the Strategy of Utilizing Instagram as a Promotional Media and Preservation of Cakra Palah Batik (Case Study of Larasanom Batik Craftsmen in Blitar Regency)* , it can be concluded that Batik Larasanom has successfully utilized Instagram as the main means in introducing, promoting, and preserving Cakra Palah Batik. Through a visual and narrative approach, Instagram not only functions as a marketing medium, but also as an educational vehicle that conveys the philosophical values and cultural meaning behind each batik motif. This strategy shows that digitalization can go hand in hand with efforts to preserve local culture, if carried out with a creative and consistent approach.

In terms of communication strategy, Batik Larasanom has implemented promotional mix elements such as advertising, sales promotions, public relations, personal selling, and direct marketing. Utilizing Instagram features such as *feeds* , *stories* , *reels* , and *highlights* effectively supports increasing *brand awareness* while strengthening the product's cultural identity. However, there are several limitations in implementing digital strategies, such as limited human resources, a lack of knowledge of social media algorithms, and inconsistent content creation. These factors have resulted in delayed audience growth and limited promotional reach.

The practical implication of this research is the need to increase the digital capacity of batik entrepreneurs so they can more optimally utilize social media as a means of promoting and preserving culture. Training in content management, understanding algorithms, and developing *storytelling-based digital marketing strategies* is crucial. Local governments and cultural institutions can also play an active role in providing support, both in the form of mentoring and facilitating online promotions for batik artisans. Cross-sector collaboration between entrepreneurs, academics, and the government will strengthen the digital ecosystem in maintaining the sustainability of local culture.

This research is limited by its focus on a single business, Batik Larasanom, so the findings cannot be generalized to all batik artisans in Blitar. Furthermore, the study did not conduct an in-depth analysis of the economic impact and audience perceptions of the effectiveness of cultural messages conveyed through social media. Another limitation is the lack of quantitative analysis of engagement rates *and* their impact on sales growth.

Based on these limitations, further research is recommended to expand the scope of study by involving several batik entrepreneurs from various regions to obtain a more comprehensive picture of culture-based digital promotional strategies. Further research could also employ a mixed *methods approach* to measure the impact of social media on consumer behavior and the sustainability of batik businesses. Furthermore, future studies could explore the role of *influencer marketing* , collaboration between MSMEs, and the use of new technologies such as *augmented reality* and *virtual exhibitions* as innovations in digital-based batik promotion.

Thus, the results of this study confirm that Instagram has significant potential as a promotional medium and a means of preserving local culture. However, the success of this digital strategy depends heavily on the creativity, consistency, and adaptability of artisans to the ever-evolving dynamics of social media.

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