

## **Making Promotional Media through YouTube at the *Bantengan Turangga Jaya Art Group, Wiyu Village, Pacet District, Mojokerto Regency***

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### **ABSTRACT**

The *Wiyu* village's traditional arts have not developed or made much progress in the last two years since the outbreak began. As one of the reinforcements of the village, this traditional art must be revived so that the tourist village can be re-run with more varied programs. For instance, in the form of incentive tourism locations where the village potential is fully developed to support the success of the existing tourist destinations. One of the *bantengan* arts groups that requires special attention in order to compete is *Turangga Jaya*, which is located in Wiyu Village, Pacet Subdistrict, and Mojokerto Regency. In this case, researchers packaged the performances for welcoming and also created a Youtube channel as a means of promotion and documentation to increase marketing success. It is necessary to use promotional materials as part of a marketing strategy to connect with art enthusiasts so that the younger generation knows about it. This art will have viewers among the younger generation if it can use social media as a promotional tool. Thus, to assist the survival of the *Turangga Jaya bantengan* art, this community service strategy was implemented.

**Keywords:** *Bantengan, Turangga Jaya, Wiyu Village.*

## INTRODUCTION

Pacet, one of the sub-districts in Mojokerto Regency, called is renowned for its stunning natural nuances. There are numerous natural tourism spots for visitors, including those from outside Mojokerto Regency. As a result, tourists frequently visit Pacet sub-district, especially on weekends. With so many visitors, Pacet sub-economy district's is expanding quickly and many residents are noticing an improvement in their quality of life. In addition, Pacet's gorgeous and cool environment makes visitors feel at home for a while.

One of the emerging settlements, Wiyu Village, Pacet District, Mojokerto Regency, has enormous potential for the growth of tourist destinations. Along with the picturesque surroundings at the base of the mountain, this area is also home to a vibrant community that participates in several creative and cultural endeavours.

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the tourist village can be re-run with more varied programs. For instance, in the form of incentive tourism locations where the village's potential is fully developed to support the success of the existing tourist destinations.

## METHODOLOGY

The methodology used in this community service is the method of creating traditional theater packaging which is used as packaging for welcoming performances. In addition, the creation of YouTube media as a promotional medium. The Wiyu village government, *Karang Taruna* (Youth Organization), the Wiyu village *PKK* (Empowerment and Family Welfare), *Rukun Tetangga* (Neighborhood Association), art studios, and the proprietor of the inn in Wiyu Village are a few of the stakeholders in this activity. Below are the suggested techniques for completing this activity:

Problem	Method	Target	Aim	Goal
Procurement of property for <i>bantengan</i>	Collaboration on purchase, development and modification	The Wiyu village government, Karang Taruna (Youth Organization), the Wiyu village PKK (Empowerment and Family Welfare), Rukun Tetangga (Neighborhood Association), art studios, and the proprietor of the inn in Wiyu Village	Management and flow of tourism activities	Procurement of <i>bantengan</i> art property means for promotion and digital documentation. <b>A. YouTube Channel Creation and Management Training</b> Providing initial training materials by in the form of socialization and lectures at the group discussion forum became the first step. It was carried out as an initial step so that all FGD participants understood and have the same understanding before the mentoring was carried out.

**RESULTS AND DISCUSSIONS**

The mentoring program, which works with the performing arts of *Bantengan* Wiyu Village, Pacet District, Mojokerto Regency, aims to improve Wiyu Village's appeal as a tourist attraction for Pacet Mojokerto. The activities include:

1. Instruction in packing for the *Bantengan* performance as a product for the opening and festival of the *Bantengan* art studio "*Turangga Jaya*"
2. Establishing a YouTube channel for the "*Turangga Jaya*" art gallery group as a



Figure 1. Submission of material for making a YouTube channel (Author's Documentation)

The author starts with the fundamental information for setting up a YouTube channel. Although this is only the first phase, it is anticipated that YouTube will have a positive impact on the promotion and quality enhancement of the *Turangga Jaya bantengan* art group. Numerous YouTube channels show *Turangga Jaya's bantengan* art because of researchers following digital trails.

However, not from this artistic collective that posts films of staging. Based on this, researchers are concerned and develop a plan to help the Wiyu village community, particularly *Turangga Jaya's* members of the *bantengan* arts group, construct and administer their own YouTube account. The information covered in the YouTube creation training is as follows:

### 1. Title



### 2. Documentation of *Turangga Jaya's* performance uploaded by others



## CONCLUSION

### Procedures for YouTube content creation

- a. Research and Plan Video Production
  - Determining how to

make a YouTube content successful is crucial at this point. In the case of *bantengan* art, there are numerous videos of it on YouTube, especially in the Mojokerto region. Making a unique YouTube video than other *bantengan* videos is what constitutes homework and requires additional effort. Careful planning and investigation are needed for this.

One of the first steps in study is to compare the *bantengan* YouTube channel to other channels and seek for discrepancies. It shows video's aesthetics and use are in addition to being unique.

In addition to research, the next step is to determine a plan for making videos that is routinely scheduled. The more videos you make the more experience you will have and as time goes by the documentation of the *bantengan* show will improve in quality.

### b. Video Editing

Video editing is a skill to make videos uploaded on YouTube channels more

interesting. An editor must have extensive knowledge of the aesthetics of a video performance in addition to editing to determine a quality video production.

c. Upload and Optimist

The next stage is uploading videos. In this process, a stable internet network is needed because the average video documentation of the show has a long duration, the stability of the internet will determine the process of an uploaded video, so we can get the desired results.

d. YouTube Content Promotion

The researcher's advice to the *Turangga Jaya* studio is to focus on overall subscriber movement. A system of coordination for each village apparatus to all members of the Wiyu village community, Pacet District, and Mojokerto Regency can be used to accomplish this. If this strategy is used, considering that Wiyu village has 2000 residents, the number of YouTube subscribers will rise swiftly into the

thousands.

The result of the mentoring at the *Turangga Jaya* studio, Wiyu village, Pacet, Mojokerto district is a form of packaging for the *bantengan* dance performance. The results of the mentoring during the training process were documented through the YouTube channel created by the author and handed over to the management of the *Turangga Jaya bantengan* studio. As for the YouTube channel link: <https://www.youtube.com/channel/UCnMBJDCrGV8e0w6IsZgdGKw/featured> with the channel name "*banteng turangga jaya*".

According to the outcomes of the completed mentoring process, the packaging show's artistic presentation of the results is deserving of usage as a *bantengan* dance with artistic dramatic aspects that is appropriate for greeting. In addition, the elements of the story written by the author are one of the supporters to give a dramatic feel that is arranged in the scheme of traditional theater performances.

### Suggestion

It is preferable if each component of the training offered in the mentoring process is carried out consistently and

on a scheduled basis by the *Turangga Jaya* studio group in order for this help to be carried out to create results. The degree of practice will increase the aesthetic appeal of the *Turangga Jaya bantengan* show's packaging and enhance the caliber of the *bantengan* performance.

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