

Optimizing Instagram Media in Art Education as a Development Effort Community Creative in Kampung Rejomulya Semarang

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Abstract. In today's digital era, social media platforms are used for various purposes, including education and community development. Instagram, a photo and video sharing platform, has gained popularity among individuals and organizations as a tool for promoting arts education and community development. This research aims to explore the potential of Instagram as a tool to improve art education and community development in the Rejomulyo village area of Semarang . This research examines the benefits of using Instagram for arts education and community development area Rejomulyo Semarang. Besides that , research This explore the practice of deep skill inheritance batik through Instagram media . Next, research it will examine strategies that can be used to ensure effective use of Instagram for arts education and community development . significance study This lies in fact empirical that Instagram has become valuable resource _ for generations _ young . With effective and efficient optimization Instagram can increase ability public For Study art education practice through develop skills batik . As for the method research used _ use design study qualitative . Whereas procedure data collection using observation , interview and study document .

Keywords: Instagram; Optimization; Art Education

INTRODUCTION

Batik is a traditional textile art that has been practiced for centuries in various parts of the world. In Indonesia, Batik is an integral part of the country's rich cultural heritage. One type of Batik that in Indonesia is Batik Rejomulyo Semarang. This craft has a long and fascinating history and is known for its intricate designs and vibrant colors . Based on village history _ has There is since 18th century . At that time this village is center batik and related crafts with the role of Semarang in the colonial period . During the five day battle in Semarang in 1945 Kampung Batik was burnt to the ground by the Japanese army who also destroyed all equipment batik in this village . The death of this batik business Keep going continues until the 1980s _ Because No There is activity batik in village This (Qonitah & Ekomadyo, 2022). Instagram has revolutionized the way art is produced and consumed in contemporary society. Its use has acquired the highly urban character associated with civic activity from the circulating network-bound hashtags (Rodal et al., 2019). A number of studies put forward that Instagram is a powerful tool for creating strong links between urban and rural areas, particularly in terms of arts education (Min & Hashim, 2022).

Informal education is an important means of passing on the knowledge and skills needed to

make Batik Rejomulyo Semarang. The focus of informal education is often on family education, where skills are passed from one generation to the next. Kampung Batik Semarang, a community of Batik artisans, is divided into ten hamlets, each with its own unique style and technique. This community is an excellent example of how informal education can be used to preserve and promote cultural heritage. Collaboration between formal and informal education is also important in supporting the preservation of Batik as an artistic, cultural and local wisdom heritage. Through this collaboration , the younger generation can be taught the skills needed to continue the batik tradition. The younger generation can also learn to appreciate the cultural meaning of Batik and the importance of the country's heritage .

According to economical researcher , Preserving Batik Rejomulyo Semarang through informal education has several positive impacts. First, ensuring that traditional crafts are not inferior to modernization and remain an integral part of Indonesia's cultural heritage. Second, it provides economic benefits for the local community. The informal education system in Rejomulyo Semarang allows the community to sell their Batik products to tourists, thereby generating income and promoting community-based tourism (Dewi et al., 2020). With thereby needed steps strategic in optimize inheritance

culture This through education art .

In addition , preserving Batik Rejomulyo Semarang through informal education encourages the younger generation to continue the tradition of batik. This ensures the sustainability of the craft and allows the community to pass on their cultural heritage to future generations. Collaboration between formal and informal education is very important in supporting the preservation of Batik as an artistic, cultural and local wisdom heritage .

One of the main reasons for limited access to traditional batik skills in education is the lack of collaboration between the formal and informal education systems (Iman Sulaiman & Prastyanti, 2022). Therefore, it is very important to find alternative ways to provide access to education in batik skills. Instagram, a popular social media platform, can be a useful tool in this regard. It is a platform that is widely used by people of all ages, making it a potential channel for promoting and educating people about batik skills . Instagram has become one of the most used social media platforms, with millions of active users worldwide (S Dixon, 2023). The app's user-friendly interface, attractive filters and engaging content make it an ideal platform to promote visual arts and crafts, such as batik. By using Instagram as a tool for education in batik skills, educators and artists can reach a wider audience and generate interest in this art form. Instagram has great potential to promote batik art to a wider audience. A study by H. Hafiar in 2020 shows that West Java batik entrepreneurs have not optimally utilized Instagram as a promotional tool. However, by optimizing the use of Instagram, kampung batik can promote the art of batik to a wider audience and raise awareness about this traditional art. Therefore, the use of Instagram can be an effective tool for promoting art education in batik villages and expanding market reach .

Instagram is one of the most popular social media platforms used in the world, offers Lots profit for batik craftsmen in Indonesia . For example , allow Batik entrepreneurs for catch and promote product them , help they develop ability entrepreneurship them . Besides that , give chance For reach more audience _ area , and for communicate with they through message personal . This use of the internet give Lots profit for company , like access to the global market. Additionally , order _ can form language / accent explained area _ history , types , colors used , and benefits product . It allows people to get more

understanding _ Good about product and background behind the culture . In addition , messages can also be sent through WhatsApp and Instagram which is more popular among _ ages 18-24 compared group age other . this _ potentially help expand ability For spread information about batik products , which leads to an increase benefits and advantages . Next , skills management cooperatives too _ increased , which leads to a reduction poverty . As a result , benefits social can maximized through Instagram usage .

METHODS

Study This use method study qualitative with approach studies case . Study qualitative is something form intended research _ or addressed For describe circumstances object study based on visible facts _ or as existence (Moleong , 2010:3). Data collection was carried out start April 20 2023 to May 25 2023 in Batik Village located in RW 2 Kelurahan Rejomulyo , East Semarang District , Semarang City. The data collection technique uses technique observation , interview and documentation . Observation used For observe description general regarding Batik Village, participation public in activity empowerment in Batik Village with take advantage of the Instagram media platform as well as the creative process public in do inheritance skills Batik in Kampung Batik. Interview done to three informant , that is the people of Kampung Batik who know regarding the Thematic Village program , the community involved in art education activities , communities that utilize development tourism in Batik Village, figures coordinating community _ activity empowerment society . Documentation used with see document about instruction formation of thematic villages , plans the formation of Batik Villages into Thematic Villages , development of Batik Villages, and Monographic data Ward Rejomulyo . Data validity techniques using triangulation source with how to compare result data interview with yield data observation , compare what was said up front general with what was said in a manner private , as well compare circumstances and profession somebody with various view . Data analysis uses techniques from Miles and Huberman (in Moleong , 2010) consisting from data collection , data reduction , data presentation and withdrawal conclusion . In addition, research shows that the use of digital video can improve students' speaking skills (Wulandari, 2019).

RESULTS AND DISCUSSION

Instagram is becoming a popular platform for people who want to improve their batik skills, because it allows users to access lots of visuals, resources and tutorials. Many perpetrators artist in matter This batik especially the batik community in Semarang Batik Village, Rejomulyo, began to experiment with using Instagram as an educational and promotional medium. it used as form introduction as well as inheritance technique batik magai society and of course determined for generation successor. One of them is account from @batik_arjuna_semarang. According to Adikusumo as the owner of arjuna batik put forward that activity creativity batik always scheduled by some party related to what you want in skills make batik we upload our activities on our social media as form education at a time promotion.



Figure 1. Activities Batik

Source : Instagram @batik_arjuna_semarang, 2023

Instagram is one of the most popular social media platforms used for sharing pictures and videos. In order to optimize the use of Instagram for art education in batik villages, it is important to create interesting and interesting content that will attract the attention of the audience. This could include showcasing the process of making batik, highlighting unique designs and patterns, and sharing the stories and cultural meaning behind each piece. By creating visually appealing content, individuals can attract more followers and generate interest in the art of batik. MSMEs in Kampung Batik Rejomulyo, Semarang have taken steps to create content for promotional media, demonstrating the potential for success in utilizing Instagram for art education.

Apart from creating engaging content, it is important to use relevant hashtags and keywords to increase visibility and reach a wider audience.

By using popular hashtags related to batik or art education, individuals can attract individuals interested in the topic and increase the likelihood of their content being discovered. In addition, collaborating with influencers and community leaders can also be an effective way to promote art education in batik villages Rejomulyo, Semarang. These people can help promote content and reach a wider audience, as well as provide valuable insights and perspectives on the cultural significance of batik.

Digitization has become an important aspect of small business growth and competitiveness, and Instagram has proven to be an effective tool for modern marketing communications. By leveraging Instagram for art education in batik villages, individuals can reach a wider audience and promote the cultural meaning and values of batik. In addition, by combining innovative techniques such as animated video learning media, individuals can create a more interesting and interactive learning experience for individuals who are interested in learning about batik. Overall, optimizing the use of Instagram for art education in batik villages can help promote and preserve this important cultural tradition while providing opportunities for economic growth and development.

Instagram is a photo and video sharing social networking service that has gained immense popularity over the years. It has become a powerful platform for content marketing and digital marketing communications. Instagram allows users to upload media that can be shared with their followers or the public. It is also an excellent platform for engaging the community and promoting visual arts education. In the context of Kampung Batik, Instagram can be used as a platform to promote and educate the public about the art of batik. By using Instagram, we can reach a wider audience and create awareness about the importance of this traditional art form. Optimizing art education in Batik Village is very important in preserving batik as an artistic, cultural and local wisdom heritage. Collaboration between formal and informal education is very important in supporting the preservation of batik. Studies have shown that arts education can have a significant positive impact on academic and social performance. Therefore, it is important to implement an effective strategy to promote art education in Batik Village.

One of the strategies to optimize art education in Kampung Batik is through Instagram it can be used as a means of developing critical

and creative thinking. For entrepreneurs, Instagram offers a wealth of resources and inspiration to turn their passion into a business. By using Instagram, we can create a platform for batik artisans to showcase their work and interact with the audience. Instagram can also be used for educational purposes by posting information about the history and importance of the art of batik. Another strategy to optimize art education in Kampung Batik through Instagram is to promote education and training programs for the community and generations young. This program can be carried out through online classes or workshops, providing opportunities for the community to learn from artisans and batik experts. Instagram can be used to promote these programs and attract people from all over the world. Despite the potential benefits of using Instagram for art education in Batik Village, there are also challenges and limitations. One of the challenges is the not optimal management of promotional media by Batik entrepreneurs through the use of social media, especially Instagram. This can result in a lack of exposure and engagement with the audience. Another challenge is the limited access to technology and resources for batik artisans in Kampung Batik. This can hinder their ability to use Instagram effectively to promote and educate about the art of batik.

In conclusion, Instagram has the potential to be a powerful tool in optimizing art education in Batik Village. However, there are challenges and limitations that need to be addressed, such as the not optimal management of promotional media by West Java Batik entrepreneurs and limited access to technology and resources for batik artisans. Despite these challenges, Instagram can be used to promote and empower Batik Village through art education and to preserve this traditional art form for future generations. Collaboration between formal and informal education is very important in supporting the preservation of batik as an artistic, cultural and local wisdom heritage. By using Instagram, we can create a platform for batik artisans to showcase their work and interact with audiences, as well as promote education and training programs for the community.

The effect of using Instagram for education in batik skills can result in increased awareness and interest in forming this traditional art. Likewise, the use of social media platforms such as Instagram can increase the promotional reach of batik entrepreneurs and generate interest in this

art form. By creating interesting and informative content related to batik skills education, educators and artists can create a community of individuals who value and promote this cultural heritage (Sukadari & Huda, 2021).

CONCLUSION

Limited access to traditional batik skills education is a significant challenge in preserving this art form. However, the popularity of Instagram as a social media platform has provided a potential solution to empower batik skills education. By leveraging Instagram, batik entrepreneurs and educators can increase awareness and interest in this cultural heritage, thereby increasing access to education in batik skills. As a result, more people can appreciate and promote this traditional art form, ensuring its preservation for future generations. It is very important to continue to explore innovative ways to promote and preserve cultural heritage, and optimizing Instagram for batik skills education is one of the approaches that can be used to achieve this goal.

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