

**MARKETING COMMUNICATIONS MANAJEMENT FOR
KAMASAN PAINTING ART IN THE KAMASAN TOURISM
VILAAGE, KLUNGKUNG REGENCY**

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ABSTRACT

Kamasan tourist village presents painting as a tourist destination. The painting art in question is Classical Wayang painting which originated during the reign of King Dalem Waturenggong (1386-1460). It can be said that the art of Classical Wayang Painting is a cultural heritage passed down from generation to generation which has its own characteristics, namely, displaying pieces of stories taken from the Sutasoma Book, such as the Mahabrata, Ramayana and Tantri stories. The colors in Kamasan Classical Wayang paintings are usually taken from natural colors, for example for white using crushed bones, for black using charcoal which is then mixed with adhesive so it can stick to the canvas. Kamasan Wayang paintings use two dimensions, length and width, there is no perspective, so that you can't see far up and down, while the objects painted are like wayang, flat without perspective or depth. The style of the Kamasan Classical Wayang painting is quite easy to recognize, the basic color is light brown, taken from limestone. For black, use soot. However, as time went by, painters used watercolors to make them more vibrant. This product is one element of the running of tourism activities, but along with this, the running of tourism activities cannot be separated from various strategies that have been carried out both by the government and cannot be separated from the role of the community in supporting the running of this tourist village. This research uses a qualitative descriptive research method. Data collection techniques were carried out by conducting interviews with key informants and carrying out triangulation (combination), data analysis was inductive or qualitative, and the results of qualitative research emphasized the meaning of generalizations. One of the strategies that has been implemented in developing the Kamasan tourist village is the marketing communications management using direct and indirect marketing communications with a marketing communications mix model. Marketing communication management carried out by Wayang Kamasan painters to increase sales by using a communication mix (marketing mix). Direct marketing communication activities carried out by Wayang Kamasan painters such as distributing business cards and word of mouth promotion. Kamasan Wayang Painter carries out marketing communications with a marketing communications mix with 4Ps, namely, (1) Product. There are several products being marketed, such as: 1. Wayang Kamasan paintings 2. Keben or sok kasi 3. Fans 4. Drinking bottles 5. T-shirts 6. Bags or tote bags 95 Apart from the products that Wayang Kamasan painters prepare, namely, (2) Price. Price is the amount of money charged for a product or service which can be interpreted as the price being the amount that consumers must pay when making a

purchase. As a self-employed Wayang Kamasan painter, he sells products and services simultaneously at prices that can compete in the market. (3) Promotion is an activity to disseminate information. Kamasan Wayang Painters carry out direct and indirect promotions starting from distributing business cards, and promoting through social media such as Instagram, TikTok and providing a website for the shopping process. (4) Place, the fourth point in the marketing communication strategy for Wayang Kamasan painters is a place, used as a place to produce products as well as an art shop. The communication media used by business actors in Wayang Kamasan are Instagram, TikTok and websites

Key Word: Communication Management, Marketing, for Kamasan Painting Art

INTRODUCTION

According to (Sugiarti, 2008) explains that village tourism is a form of rural tourism which provides many benefits to efforts to develop various resources owned by rural areas. Over time, the development of tourist villages began to touch regions throughout Indonesia, one of which was the island of Bali. Klungkung Regency is one of the regencies in Bali Province which administratively has villages spread across 4 sub-districts, namely, Banjarangkan sub-district, Klungkung sub-district, Dawan sub-district, and Nusa Penida sub-district.

Each sub-district has various characteristics in attracting tourists. So that 18 villages in four sub-districts have been designated as tourist villages as contained in Klungkung Regent Regulation Number 2 of 2017 concerning Determination of Tourist Villages. The regulations state the aims, targets and functions to be achieved by establishing a tourist village in Klungkung Regency. The establishment of this tourist village aims to be an effort to develop quality, maintain, foster and optimize environmental conditions and local communities to be empowered as a tourist village through the potential of cultural tourism, agro tourism, water tourism, spiritual tourism and sports tourism, as a generator of people's economic growth in rural. The characteristics of each tourist village are of course different, one of which is the Kamasan Tourism Village as one of the villages in Klungkung Regency which has historical value as a precursor to the development of traditional painting in Bali which is used as a tourist attraction.

Kamasan tourist village presents painting as a tourist destination. The painting art in question is Classical Wayang painting which originated during the reign of King Dalem Waturenggong (1386-1460). It can be said that the art of Classical Wayang Painting is a cultural heritage passed down from generation to generation which has its own characteristics, namely, displaying pieces of stories taken from the Sutasoma Book, such as the Mahabrata, Ramayana and Tantri stories. The colors in Kamasan Classical Wayang paintings are usually taken from natural colors, for example for white using crushed bones, for black using charcoal which is then mixed with adhesive so it can stick to the canvas. Kamasan Wayang paintings use two dimensions, length and width, there is no perspective, so that you can't see far up and down, while the objects painted are like wayang, flat without perspective or depth. The style of the Kamasan Classical Wayang painting is quite easy to recognize, the basic color is light brown, taken from limestone. For black, use soot. However, as time went by, painters used watercolors to make them more vibrant.

This product is one element of the running of tourism activities, but along with this, the running of tourism activities cannot be separated from various strategies that

have been carried out both by the government and cannot be separated from the role of the community in supporting the running of this tourist village. One of the strategies that has been implemented in developing the Kamasan tourist village is the marketing communications strategy using direct and indirect marketing communications with a marketing communications mix model (Kambali dkk, 2021). According to (Sudarsono, 2020) strategy is a tool to achieve company goals in relation to long-term goals, follow-up programs, and resource allocation priorities. Communication is the process by which thoughts and understanding are conveyed between individuals, or between companies and individuals. Communication in marketing activities is complex, not as simple as chatting with friends or family. A more complicated form of communication will encourage the delivery of messages by the communicator to the communicant, through appropriate communication strategies with a thorough planning process. (Prabawa, 2023). And Marketing, according to Stanton in Priansa (2017), states that marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods that satisfy desires and services to both current and potential consumers.

Marketing communications management is a continuous creative step taken by a company to achieve the best marketing targets in order to achieve maximum consumer satisfaction (Kennedy, 2006). Marketing communications management is a method used by a company to realize its mission, goals and objectives by maintaining and seeking harmony between the various goals it wants to achieve, its capabilities and the threats it faces in the market (Adisaputro, 2010). Marketing communications management certainly has an important role in increasing sales through marketing communications activities. Marketing communication is a means by which companies try to inform, persuade and remind consumers directly or indirectly about the products they sell (Firmansyah, 2020). Communication and marketing have a very close relationship. Marketing communication activities with the right strategy certainly play an important role in the company's sustainability in increasing branding, the number of visitors and also influence the number of sales. According to (Prasetyo et.al, 2018) the purpose of marketing communication is, marketing communication is carried out to disseminate information (informative communication), influence someone or anyone to make a purchase or attract consumers (persuasive communication), and increase the audience to make repeat purchases (reminding communication return). Therefore, the effectiveness of marketing communications is the key to marketing success in selling the products they have.

METHODS

Research is a process of discovering, developing, testing the truth of knowledge and efforts to obtain the truth through research methods. This research uses a qualitative descriptive research method. According to (Sugiyono, 2021) research is carried out to determine the existence of independent variables, whether only one variable or more, without making comparisons of the variables themselves and looking for relationships with other variables. Qualitative research methods are research methods based on the philosophy of postpositivism, used to research the conditions of natural objects, (as opposed to experiments) where the researcher is the key instrument. Data collection techniques were carried out by conducting interviews with key informants and carrying out triangulation (combination), data analysis was inductive or qualitative, and the results of qualitative research emphasized the meaning of generalizations.

FINDINGS AND DISCUSSION

In marketing it cannot be separated from AIDA (Kuncoro, 2010). AIDA is a model used to describe the customer journey process in the journey to purchase a product or service. This model suggests that the consumer decision-making process consists of four consecutive stages, namely Attention, Interest, Desire and Action. AIDA is a basic principle often used in advertising, marketing, and brand communications to design messages that can effectively influence audiences (Kotler, 2016). Each stage serves to draw customers closer to the point of purchase, starting with capturing attention and ending with the desired action. Historically, Kamasan Village is thought to have existed in the Watu Renggong Kingdom in Gelgel, where Kamasan Village was to the north of the capital of the Gelgel kingdom, namely, Swecapura. Kamasan Village and its historical background as stated in the Anak Wungsu inscription dated 994 Caka or 1072 AD, as well as several explanations from the Kamasan Village elders, say that: the word Kamasan comes from the word; KAMA and SAN which have the meaning: beautiful or beautiful seed. Kamasan Village is one of the villages in Klungkung District, Klungkung Regency, Bali Province. In general, a kingdom's territory, which is its territory, is given the task of carrying out certain obligations for the needs of the King, according to the potential of each village. At that time, the Kamasan village community had expertise in the field of pande or metal craftsmen who worked on art items such as gold and silver carvings and also the sangging community who had expertise in painting such as painting traditional wayang paintings which have been passed down to this day which contain philosophical values. Hinduism and Balinese culture such as stories, Ramayana, Mahabrata, Sutasoma, Panji, Lelintangan and so on. Kamasan Tourism Village is one of the villages in Klungkung Regency, which is located in Klungkung District, Klungkung Regency, Bali Province.

The distance that can be traveled from Semarapura city center to this village is only around (± 4 km). Geographically, Kamasan Tourism Village is a lowland located at an altitude in the village area (± 75 m) above sea level. This village is famous for its traditional painting art called "Kamasan Painting", apart from Kamasan Painting, Kamasan Village is also famous for other crafts such as gold and brass crafts, bullet casing carving crafts and hole money crafts, and there is also pande, namely, someone who makes and produces knives or keris. These crafts are the livelihood of residents in the Kamasan Tourism Village. Kamasan Village is administratively located in Klungkung Regency, Bali Province with an area of around 249 ha (1,882 km²). The total population in Kamasan Village is $\pm 3,400$ people spread across 10 traditional hamlets including, Banjar Siku, Banjar Geria, Banjar Sangging, Banjar Pande, Banjar Pande Mas, Banjar Peken, Banjar Tabanan, Banjar Kacang Dawa, Banjar Celagi, and Banjar Bucu . The center for traditional painting crafts is spread in the Banjar Sangging area, while the carving crafts are spread in the Banjar Pande Mas area.

KAMASAN PAINTING COMMUNICATION MANAGEMENT

Integrated Marketing Communications (IMC) is a strategic approach that coordinates all communication channels and messages used by a company to ensure consistency and effectiveness in interacting with its audience (Gitosudarmo, 2014). IMC aims to create a cohesive brand experience and deliver clear, consistent and persuasive messages to consumers through multiple communication channels. Integrated Marketing communications includes the use of various marketing tools, such as advertising, sales promotions, public relations, direct marketing, social media

marketing, and content marketing, to convey the same message to the audience at all touch points. This is done by integrating these elements to keep the brand message consistent and provide a seamless experience across every channel. Integrated Marketing Communications (IMC) is a very important approach in the modern marketing world, because it allows companies to deliver consistent and efficient messages through various communication channels (Germawan, 2012). IMC not only helps in increasing brand awareness and attracting new customers, but also strengthens relationships with existing customers and drives loyalty. With an integrated and coordinated approach, companies can maximize their marketing impact and achieve business goals more effectively (Kotler, 2013).

Marketing Mix Theory or what is called marketing mix according to (Kotler and Armstrong, 2020) states that tactical marketing tools are, product (product), price (price), place (place) and promotion (promotion) or what is called the 4Ps which are combined by the company to generate the desired response in the target market. Kamasan Puppet Painters as business people who market products and services have gone through several marketing stages. Marketing activities carried out by Wayang Kamasan painters start from the face to face stage with potential consumers, up to the stage of using and utilizing technology as a marketing medium. The technology used as marketing media is a smartphone equipped with social media applications. Carrying out marketing activities using social media helps Wayang Kamasan painters to connect with potential consumers over long distances. Potential consumers are also using social media during the Covid-19 pandemic to stay connected with each other. Apart from being a medium for communication, social media is also used as a medium for long-distance shopping or what is called online shopping. This is one of the impacts of the Covid-19 pandemic as a form of change in consumer patterns. The results of interviews conducted by researchers with sources stated that:

"During the Covid-19 period, we continued to produce by complying with health protocols. What I felt was that during the Covid-19 pandemic, consumers made purchases and transactions online, so this has become a habit until now during the Covid-19 pandemic" (Interview : K 2024)

In line with this, the owner Made Kamasan also said something similar, stating as follows:

"One of the things that has changed significantly in consumers post-Covid-19 is consumers who shop online, apart from habitual factors during the pandemic, maybe this happens because of the promotions we carry out on social media, so consumers shop online and that's the transaction process. Once completed, the goods will be sent to the destination address" (Interview: Made Sugiarta 2024)

Based on this, this research focuses on finding out the marketing communication strategies used by Kamasan Classical Wayang painting businesses after Covid-19. At this stage the researcher went to five art shop locations to conduct observations, interviews and documentation with the sources, especially the Wayang Kamasan painter as the key informant and main informant in this research. In this sub-chapter, we will discuss the marketing communication strategies used by Wayang Kamasan painters to increase sales after Covid-19 using the Communication Mix theory.

PRODUCT

Product is an important component in the marketing mix. All forms of marketing communication start from the existence of a product, various kinds of

products can be processed, created and bought and sold according to their respective markets (Deliyanti, 2012). To make a product, there are several important things that must be considered, starting from designing what product will be created, what features to use, product name, product variations, product quality, service and packaging as well as returns (Wainira, 2021). In this research, Wayang Kamasan paintings are products that are sold, to create products, local people innovate Wayang Kamasan paintings. These products are not only painted on canvas but are innovated with products or goods that are often close to the community, such as Wayang Kamasan painting bags, Wayang fans. Kamasan, Keben Wayang Kamasan and many more. Kamasan Puppet Paintings Kamasan Classic Puppet Paintings come from Kamasan Village, Klungkung Regency. Initially, Wayang Kamasan paintings were only used as a means of religious rituals, but over time, Wayang Kamasan paintings began to be commercialized and helped increase the income of the local community. Kamasan Wayang paintings use rough canvas material, where before it can be painted, the cloth is dipped in rice porridge powder and then dried for some time in the sun with the aim of covering and flattening the surface of the cloth. Once dry, the surface is rubbed to make the surface of the cloth smoother. When it is ready, the cloth can be used for painting by drawing a sketch first. One of the things that makes Wayang Kamasan paintings unique is the theme of the story. The theme of the story in the Wayang Kamasan painting is based on the epics Ramayana, Mahabrata, Tantri and Kalender. Kamasan Wayang paintings use natural materials in their coloring, including pere stone, kencu, taum and mangsi leaves and pork bones, but from the results of interviews, informants also explained that with the development of the times, coloring now uses acrylic paint. The size of Wayang Kamasan paintings varies depending on consumer demand. The average Kamasan Classic Wayang painting measures 60x40. This Kamasan Wayang Painting is one component of the Marketing Mix (product). Kamasan Wayang paintings have the potential to be commercialized village crafts. At first the Wayang Kamasan paintings were only sold to local people for religious ritual purposes, as time went by the Wayang Kamasan paintings were noticed by the Regent of Klungkung at that time, Mr. I Nyoman Suwirta. Where Kamasan Wayang paintings are seen as having the potential to improve the village economy through Klungkung Regent Regulation Number 2 of 2017 concerning Designation of Tourist Villages. The existence of this regulation is considered a stimulus to introduce Kamasan Wayang paintings to 44 foreign tourists who visit the Kamasan Tourism Village. The following is the result of a Kamasan Classical Wayang painting.

A fan is a means of producing air. Fans consist of various types, one of which is the hand fan. Hand fans are usually made of wood, paper, silk, hemp, linen, and leather. Basically, a hand fan functions to produce air by swinging it back and forth, but for Wayang Kamasan painters, this painting fan has artistic value which is transformed into a Wayang Kamasan fan. With the Wayang Kamasan paintings, Wayang Kamasan painters continue to innovate to make Wayang Kamasan hand fan products. Kamasan Wayang Fan materials consist of various types, some are made from Lemanuh wood, sandalwood and others according to consumer demand. The function of the Kamasan 45 Wayang Hand Fan is as a souvenir or as decoration for pre-wedding photos.

The products available in the Kamasan Tourism Village art shop can be said to be quite diverse, starting from paintings, hand fans and then Keben or Sok Kasi. Keben or Sok Kasi is a handicraft made from bamboo. Where the process of making Sok Kasi goes through several stages so that it becomes a form of Sok Kasi which is used as a place for fruit or a place for praying. Sok Kasi seems to have been transformed by

Wayang Kamasan painters into a motif that is different from the general one, where plain Sok Kasi which after being woven and shaped like a sok kasi is painted so that it has a Wayang Kamasan motif with a typical story. As time goes by, Kamasan Classic Wayang products are also starting to develop, apart from 46 paintings as entertainment art, fans as souvenirs, kebans as a means of prayer, there are also products such as bat-shirts, bags, drinking bottles with Kamasan Classic Wayang motifs. The aim of developing this product is as a form of innovation, so that Wayang Kamasan paintings can continue to grow and develop according to the times without abandoning their standards.

The development of the times accompanied by advances in technology makes Kamasan Wayang painters continue to innovate. The products currently produced are not only direct paintings, but Wayang Kamasan painters are also trying to make innovations by combining traditional art with technology so that they can produce new quality products. The results of this innovation produced several products, one of which is drinking bottles. Drinking bottles are a place to store water that can be used by consumers. Drinking bottles can be used every day for consumers who have busy activities. Based on this, the Wayang Kamasan painter tried to make a drinking bottle with the Wayang Kamasan painting motif. For this product in the form of a Wayang Kamasan painting drinking bottle, a stainless steel tumbler is used with a choice of black and white colors. The Kamasan Wayang painting on drinking bottles is not painted directly onto the bottle by the painter, but goes through several stages. In the first stage, the painter will create a painting design according to consumer requests in Paint X or a design maker application. After the design is complete, the painter will print the painting on the drinking bottle according to the consumer's wishes. Apart from the Kamasan Wayang painting, this drinking bottle is called an LED digital tumbler which can measure temperature, but there is not just one type of drinking bottle, there are several types of drinking bottles with different functions.

A bag is an object that functions to hold goods. Bags are generally used to carry items, both small items and large items. Currently, there are many types of bags and have experienced many developments. Seeing an opportunity, the Wayang Kamasan painter tried to combine bags with Wayang Kamasan paintings that could compete in the market. Wayang Kamasan painting products are not only paintings but there are several kinds of products, one of which is a bag or tote bag like the picture above. Apart from being unique, Kamasan Wayang painters also find it easier to attract consumers with this product because it is classified as one of human needs.

PRICE

According to (Kotler, 2001), the definition of price is the amount of money charged for a product or service. This means that price is the amount of value that consumers must pay to own or gain benefits from a product or service. Based on this definition, as (self-employed) or working alone, Kamasan Wayang Painting Business actors sell products and services simultaneously. One of the things that supports the competitive price of Wayang Kamasan paintings is because they require serious intention, capital, talent and a relatively long time. Wayang Kamasan painting products are very diverse, prices for Wayang Kamasan paintings vary greatly, depending on the type of painting, level of difficulty and materials used. Based on the results of interviews conducted by researchers with Wayang Kamasan painters regarding product prices, it was stated that: "For Kamasan Classical Wayang paintings, prices start from Rp. 5,000,000 up to Rp. 30,000,000. Apart from paintings, there are various other products, such as the Kamasan Classic Wayang Painting Fan starting from Rp.

150,000 up to Rp. 1,000,000. Next, there are *keben* or *sok kasi* products with a price range of Rp. 300,000 up to Rp. 1,500,000. There are two types of drinking bottles or *tumblr* products for Wayang Kamasan paintings, the first type, namely, stainless steel drinking bottles with Wayang Kamasan paintings at a price of Rp. 150,000 and for the second type, namely, a stainless steel drinking bottle with a Wayang Kamasan painting complete with a temperature gauge at a price of Rp. 250,000. For the next product, there are Kamasan Wayang painting bags or *tote bags* starting from Rp. 75,000 up to Rp. 300,000 depending on the ingredients and quality" (Interview: Kirtania Wayang Kamasan)

PROMOTION

The promotional marketing mix concept is one of the activities carried out by sellers to disseminate information (Kurniawati, 2015). Promotion is an important part of business so that communications or consumers go from not knowing to knowing about the products being marketed. Kamasan Wayang Painting business actors actively carry out promotions directly or indirectly. Direct marketing communication activities are often carried out in art shops where the Wayang Kamasan painter will explain what products will be marketed, their advantages and uses. Apart from explaining their products, Wayang Kamasan painters also often provide complete business cards containing information related to Wayang Kamasan Paintings. These business cards are often distributed to people who come for the first time, whether they are shopping directly or just asking, this is done to attract consumers so that the next time they want to buy a Wayang Kamasan painting product, they will read the information on the business card. So, if consumers want to buy this product, they will remember the business card given by the Wayang Kamasan painter. Even though times are increasingly advanced, Wayang Kamasan painters still distribute business cards as a form of direct marketing communication strategy, with the aim that the business cards contain important points related to company identity such as who owns the company, business name and business location, which makes it easier for potential consumers to know about that company. Furthermore, business cards can be said to be simple and easy to carry anywhere, besides being simple, business cards are also easy to distribute. Apart from using business cards, Wayang Kamasan painters also promote indirectly through social media or websites. The aim of promotion using social media Instagram, Tiktok or a website is to reach consumers further, promotion activities via social media are certainly very easy to do as long as they are consistent as per the results of interviews conducted with the owner of Kirtania Wayang Kamasan.

"For promotion, we really make use of social media and websites, because through social media we can attract consumers remotely. The thing that needs to be prepared is interesting content regarding the products that will be marketed, complete with product descriptions and information. Apart from social media, we also use websites or e-commerce applications such as the Shoppe application which makes it easier for consumers to shop from anywhere" (Interview: K 2024).

Marketing communication management via this website has been carefully thought out by the art shop owner, where the art shop owner also markets Wayang Kamasan paintings through business cards combined with today's technology. A complete business card contains a description of the company profile, e-mail, address, telephone number, social media and a website link in the form of a barcode that can be scanned via smartphone where the link leads to the website. In the initial appearance of the website, there is a video profile of the Kamasan Classic Wayang business which

was created to attract consumers' attention, then there are several product columns such as fans, keben. The purpose of grouping products on the website is so that potential consumers can easily choose the product they are looking for.

PLACE

Choosing a business location is an important thing to do before running a business, this is of course related to the budgeting calculations that must be prepared (Buchari, 1992). Likewise with Wayang Kamasan painters, as painters they need a place to produce and market their work. One of the unique things about selling Wayang Kamasan paintings is that Wayang Kamasan paintings can be found along Jalan Nandini towards Jalan Mahodara, where Wayang Kamasan paintings are only found in the Kamasan Tourism Village, because these paintings grow and develop in Kamasan Village. The location where the Kamasan Wayang Paintings are sold can serve as a physical distribution for consumers who want to buy directly at the art shop. Locations selling Wayang Kamasan paintings, apart from being located around Jalan Nandini towards Jalan Mahodara, are also spread across several areas such as Banjar Siku, Banjar Grya and also Banjar Pande Mas. Kirtania Wayang Kamasan is one of the sellers of Wayang Kamasan painting products located at Gang Jaga Satru, Jalan Pande Mas, Kamasan Village, Klungkung District. To get to this location, it is (± 4 km) from the center of Semarapura city and the access road to this location is paved.

Because the location of Kirtania Wayang Kamasan is in an alley, the owner has put up a sign in front of the alley, making it easier for consumers to come shop or pick up ordered goods. Apart from being a place to sell, this location is also used as a production place and warehouse for goods so that it can reduce production costs and so on. Apart from Kirtania Wayang Kamasan, there are several locations for Wayang Kamasan painters, such as Kadek Natha Painter which is located on Jalan Mahodara, Klungkung District, then there is Dogol Art which is located on Jalan Mahodara, Kamasan, and there is Tresna Galeri which is located on Jalan Mahodara, Kamasan. Each art shop location contains a sign to make it easier for consumers to find the location they want to go to. If from 2018 to 2020, both local and foreign consumers can go to the art shop location to see and buy Wayang Kamasan paintings or painting products directly, this is due to the effect of the inauguration of the tourist village so that the guides come to bring good guests local or foreign to see the Kamasan Wayang paintings directly. In this case, guests can see the process of making Wayang Kamasan paintings, the meaning of Wayang Kamasan paintings and can even try to paint themselves, guided directly by the Wayang Kamasan painters. However, in 2020, during the Covid-19 pandemic, there were no local or foreign guests who came to the art shop to see or buy Wayang Kamasan painting products, this was due to regulations to minimize activities outside the home to prevent the spread of the Covid-19 virus. so that people begin to adopt new lifestyles. People are starting to use social media for educational purposes, such as online learning with the Zoom meeting application which makes it easier to interact with many audiences just from home. Apart from learning, people can also make money from social media, such as selling via Instagram, TikTok or Shoppe. If people want to shop, they can use social media as a medium for shopping. Apart from providing places to visit, Wayang Kamasan painters also provide online services via social media if consumers want to shop from home. In line with this, the Covid-19 pandemic has had an impact on changing consumer patterns. This is based on habits or patterns carried over or the consumer's comfort zone. This online shopping habit pattern was caused by the fact that during the Covid-

19 pandemic consumers were directed to shop from home via social media or other online shopping applications so that an online shopping habit pattern was formed.

CONCLUSION

The marketing communication strategy used by Wayang Kamasan painters to increase sales after Covid-19 is by using a marketing mix. Direct marketing communication activities carried out by Wayang Kamasan painters such as distributing business cards and word of mouth promotion. However, it seems that Wayang Kamasan painters predominantly carry out marketing communications through social media such as Instagram, TikTok and websites. Kamasan Wayang Painter carries out marketing communications with a marketing communications mix with 4Ps, namely, (1) Product. There are several products being marketed, such as: 1. Wayang Kamasan paintings 2. Keben or sok kasi 3. Fans 4. Drinking bottles 5. T-shirts 6. Bags or tote bags 95 Apart from the products that Wayang Kamasan painters prepare, namely, (2) Price . Price is the amount of money charged for a product or service which can be interpreted as the price being the amount that consumers must pay when making a purchase. As a self-employed Wayang Kamasan painter, he sells products and services simultaneously at prices that can compete in the market. (3) Promotion is an activity to disseminate information. Kamasan Wayang Painters carry out direct and indirect promotions starting from distributing business cards, and promoting through social media such as Instagram, TikTok and providing a website for the shopping process. (4) Place, the fourth point in the marketing communication strategy for Wayang Kamasan painters is a place, used as a place to produce products as well as an art shop. For each art shop, Wayang Kamasan painters provide signboards to make it easier for potential customers to find the location they want to go to.

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