

# Saung Angklung Udjo's Strategy for Preserving Culture And Increasing Domestic Tourist Interest

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## ABSTRACT

Saung Angklung Udjo (SAU) employs various strategies to preserve angklung art and attract domestic tourists. This research explores SAU's methods, including adapting to consumer behavior, developing new business models, promoting via social media, collaborating with diverse parties, and providing scholarships. SAU innovates with educational programs and music therapy, enhancing engagement through digital promotions and expanding cultural reach through partnerships. Dynamic performance adaptations and involving children are key in attracting audiences and ensuring cultural preservation. Consequently, SAU successfully preserves angklung art while introducing cultural values to the younger generation and broader community through sustainable business strategies.

## ABSTRAK

Saung Angklung Udjo (SAU) menerapkan berbagai strategi untuk melestarikan seni angklung dan menarik minat wisatawan domestik. Penelitian ini mengeksplorasi metode yang dilakukan SAU, termasuk beradaptasi dengan perilaku konsumen, mengembangkan model bisnis baru, melakukan promosi melalui media sosial, bekerja sama dengan berbagai pihak, dan memberikan beasiswa. SAU berinovasi dengan program pendidikan dan terapi musik, meningkatkan keterlibatan melalui promosi digital, dan memperluas jangkauan budaya melalui kemitraan. Adaptasi pertunjukan yang dinamis dan melibatkan anak-anak menjadi kunci dalam menarik penonton dan memastikan pelestarian budaya. Oleh karena itu, SAU berhasil melestarikan seni angklung sambil memperkenalkan nilai-nilai budaya kepada generasi muda dan masyarakat luas melalui strategi bisnis yang berkelanjutan.



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## INTRODUCTION

Indonesia as a multicultural country has a lot of cultural riches. This cultural wealth includes race, ethnicity, customs, ritual ceremonies, artistic events, traditional clothing, traditional houses, musical instruments, dances, weapons, regional songs, and even typical Indonesian foods. This cultural wealth must be preserved so that it does not become extinct, forgotten, eroded by other cultural currents, or claimed by other nations. For example, there are cases of cultural claims made by neighboring countries about our cultures which were widely discussed in the media several years ago.

According to Windu Nuryanti, Deputy Minister of Education and Culture of Indonesia in 2011 - 2014, there were at least seven Indonesian cultures which were claimed by the neighboring country, Malaysia, as their country's culture in 2007 - 2012. Among the cultures claimed was the art of Reog Ponorogo in November 2007, then in December 2008 Malaysia claimed the song Rasa Sayange, and then Malaysia also claimed batik in January 2009. Apart from that there were also claims for the Tor-tor Dance and Gondang Sambilan from North Sumatra. (Manullang, 2018)

The cases above need to be brought to our national attention by both the government and society. Culture is not only a country's wealth but also a national identity that contains many noble values, as well as commodities that can be developed into human resources through tourism and MSMEs. Regarding this, President Jokowi believes that in Indonesia's progress, there are national traditions and cultures that become great energy. He also gave examples such as South Korea and India which are progressing without forgetting their culture (Manullang, 2018). President Jokowi said this was because culture contains noble values, rules, and norms that apply in society which are reflected in the Indonesian National Ideology, namely Pancasila, which can be used as capital and enthusiasm for national unity and the country's progress.

Apart from cultural claims by other countries, the rise of foreign cultures entering Indonesia is also quite worrying. This threatens Indonesia's original culture itself. Cultural preservation is becoming increasingly crucial in this era of globalization, where foreign cultural flows can easily enter and influence local culture. Traditional arts and culture such as angklung have the potential to disappear if there are no real efforts to preserve them. Many in our generation are not familiar with regional music, regional songs, or traditional musical instruments. They are prouder and more familiar with art from foreign nations. Even though Indonesia is rich in various arts and culture. Therefore, culture and traditions are very important to preserve and develop in the current era of cultural globalization, which has had a big impact on cultural shifts and identity crises. (Mahmud Musthofa, 2018)

One of Indonesia's artistic and cultural treasures is the traditional musical instrument in the form of the angklung. Angklung is a musical instrument made of bamboo originating from West Java. This musical instrument is used by shaking it and will produce a distinctive sound. A place that is famous for performing angklung arts and culture is Saung Angklung Udjo, which was founded in 1966, located in Bandung City. Apart from angklung performances, Saung Angklung Udjo also provides facilities for making and storing angklung musical instruments which are ready to be exported to foreign countries. In this place, visitors can also see how the angklung musical instrument is made from bamboo plants. (Tourism et al., 2017)

Saung Angklung Udjo (SAU) is not just a tourist destination but is also a center for preserving Sundanese culture, especially the traditional angklung musical instrument. SAU has an important role in preserving Sundanese culture through various educational activities and artistic performances. The popularity of Saung Angklung Udjo has spread overseas not only because of foreign tourists visiting but also from the struggle of Saung Angklung Udjo Management together with various angklung communities and Sundanese arts and culture there to get UNESCO recognition for the existence of angklung as Indonesian cultural heritage. This was done because of the issue of various cultural claims made by Malaysia. Saung Angklung Udjo with its mission, strives to ensure that the younger generation continues to know, appreciate, and love their cultural heritage. Finally, in 2010 UNESCO designated Angklung as Indonesia's cultural heritage.

However, in 2020 Saung Angklung Udjo also experienced a crisis during the coronavirus pandemic. At that time, various performance activities had to be stopped and this resulted in more than 600 employees being unable to work to earn a living. They consisted of performers, employees, craftsmen, and souvenir suppliers in the Saung Angklung Udjo area who were forced to stop their activities at that time. (Maulana, 2020) . Many businesses and tourist attractions are experiencing a crisis, resulting in them having to close temporarily, reducing employees, and some even having to 'go out of business'. The existence of restrictions or

lockdowns has caused a drastic decline in tourists, especially foreign tourists. However, Saung Angklung Udjo was able to get through it and survive to this day. One thing that is done is to promote Saung Angklung Udjo to domestic tourists. It is said in the Kompas Data report (2023) that domestic tourists are increasing and are becoming the savior of Indonesian tourism. Therefore, researchers are interested in exploring Saung Angklung Udjo's strategy for preserving culture and increasing the interest of domestic tourists.

The AIDDA (Attention, Interest, Desire, Decision, Action) theory is a marketing model used to describe the process consumers go through from first noticing a product to finally making a purchase. This theory is a development of the classic AIDA model introduced by E. St. Elmo Lewis in 1898. AIDDA adds the "Decision" stage as an important step before consumers take the final action.

The first stage is to attract consumer attention. The "Attention" stage in the AIDDA theory is the first and most crucial step in the marketing process. The goal is to grab the consumer's attention amidst the sea of information and messages they receive every day. If the consumer's attention is not captured, then all subsequent marketing efforts will be in vain. Therefore, understanding effective strategies for grabbing attention is the key to success in modern marketing. Various studies have shown the importance of visual and auditory elements in attracting attention. According to research by Jansen and Schuster (2016), the use of attractive visual elements such as bright colors and high contrast can increase consumer attention to digital advertising.

Attention-grabbing strategies include: 1) Using eye-catching and eye-catching visual elements is one of the main ways to grab attention. According to a study by Blanche, Flavián, and Pérez-Rueda (2020), ads with eye-catching visuals, such as bright colors and creative designs, are more successful in grabbing initial attention than simpler ads. 2) Personalization and Relevance: Personalizing ads can increase the effectiveness of grabbing attention. Research by Lambrecht and Tucker (2019) shows that personalized ads based on individual behavior and preferences are more likely to grab consumers' attention. Ads that are relevant to consumers' interests and needs are also more effective in grabbing their attention. 3) Technology and Interactivity: Technology plays an important role in attracting consumer attention. According to research by Lee, Hosanagar, and Nair (2018), the use of technology such as augmented reality (AR) and virtual reality (VR) in advertising can create an engaging and immersive experience, making it easier to attract consumer attention. 4) Storytelling and Emotional Narratives: Using strong stories and emotional narratives can be very effective in attracting attention. A study by Van Laer, de Ruyter, and Visconti (2019) found that advertisements that tell compelling stories with strong emotional elements are better able to attract and retain consumer attention. 5) Surprise and Innovation: Elements of surprise and innovation in advertising can effectively attract attention. Research by Teixeira, Wedel, and Pieters (2021) shows that advertisements that contain unexpected or innovative elements are more successful in attracting attention and increasing consumer engagement.

Once the consumer's attention has been successfully captured, the next step in the AIDDA theory is to generate interest. This stage is crucial because attention alone is not enough to drive consumers further into the purchasing process. Interest involves creating a deep interest in a product or service so that consumers feel compelled to find out more and consider the product as a potential solution to their needs or wants.

Research shows that interest can be built through a variety of strategies, one of which is by providing relevant and useful content. In a study conducted by Li and Shani (2017), it was

found that content tailored to individual preferences and needs had a significant impact on maintaining consumer interest in social media. They underlined the importance of personalization in marketing communications, where the information conveyed must be by the characteristics and interests of the target audience. In addition to personalization, content quality also plays a key role in generating interest. High-quality, informative, and engaging content can make consumers more engaged. According to a study by Ashley and Tuten (2015), content that is educational and provides new insights into related products or industries tends to be more effective in attracting consumer interest. Consumers are not only looking for products that meet their needs but also value the additional knowledge they can gain through interactions with brands.

The method of delivering information also influences consumer interest. In the digital era, the use of multimedia such as videos, infographics, and animations is more effective than text alone. A study by De Vries, Gensler, and Leeflang (2017) showed that visualizing information through video can increase consumer engagement because it is easier to digest and visually appealing. They noted that videos can explain complex concepts more simply and engagingly, so they can grow interest more quickly and effectively. Consumer interaction and active involvement are also important at this stage. Social media provides an ideal platform for creating a two-way dialogue between brands and consumers. According to Kim and Ko (2017), active consumer engagement through comments likes, and shares on social media platforms can increase interest because consumers feel more connected to the brand. They found that consumers who actively engage with brands on social media tend to have higher interest and are more likely to consider purchasing.

Equally important is the emotional aspect of growing interest. The use of narratives that touch emotions, such as stories that describe the positive experiences of other users, can be very effective. Research by Huang and Benyoucef (2019) shows that authentic and emotional storytelling can increase consumer interest. They noted that stories that contain emotional elements can make consumers feel more personally connected to a product or brand, which in turn increases their interest.

Overall, the interest stage of the AIDDA model requires a multifaceted approach. Companies need to combine personalization, quality content, engaging delivery methods, active engagement, and the use of emotional elements to build strong and sustained interest in consumers.

Desire is one of the most crucial stages in the AIDDA (Attention, Interest, Desire, Decision, Action) model. This stage marks an important transition from passive consumer interest to an active drive to own a particular product or service. Much research in the past eight years has explored the factors that influence consumer desire and effective ways to trigger it.

According to Huang and Benyoucef (2019), storytelling is a very effective tool for building desire. In the context of digital marketing, stories told through social media and other online platforms can build emotional connections with audiences. Stories that are authentic and relevant to consumers' lives tend to be more powerful in triggering desire. For example, a narrative that shows how a product has changed someone's life can create a strong desire to experience similar changes. In addition to storytelling, positive user reviews also play a significant role in the desired stage. Research by Filieri and McLeay (2016) found that user reviews that reflect positive experiences significantly increase consumers' desire to buy a

product. These reviews provide social proof and validation that the product is of high quality and meets the needs of other consumers, thus creating a desire to try the product themselves.

Emotions are also an important factor in building desire. A study by Wang et al. (2017) showed that advertisements that evoke positive emotions such as happiness and warmth tend to be more effective in triggering consumer desire. For example, advertisements that show happy family moments or satisfying personal achievements can create a strong desire to buy products associated with these emotions. Another factor that influences desire is product aesthetics. According to Park et al. (2018), visually appealing product design can increase consumer desire. Good aesthetics not only attract attention but also create a desire to have something that is beautiful and functions well. Products with innovative and aesthetic designs tend to create stronger desires than products with mediocre designs. Research by Kim and Johnson (2019) also shows that personalization in marketing can increase consumer desire. Marketing campaigns that are tailored to consumers' individual preferences, such as product recommendations based on previous shopping history or interests, tend to be more effective in triggering desire. Personalization creates a sense of exclusivity and relevance, which makes consumers feel the product is more valuable and fits their needs.

The addition of the "Decision" stage in the AIDDA model recognizes the importance of the decision-making process before the purchase action. The addition of this stage to the AIDDA model provides deeper insight into the more detailed process than the classic AIDA model. The decision stage involves evaluating various alternatives and careful consideration before finally making a purchase.

Research over the past five years has identified various factors that influence consumer decisions at this stage. According to Hsu, Chang, and Chen (2020), one of the main factors that influence consumer decisions is product reviews. Positive reviews can increase consumer confidence in a product, while negative reviews can cause consumers to hesitate or even cancel their purchase intentions. Product reviews are often considered more honest and reliable because they come from the real experiences of other users. In addition to product reviews, recommendations from friends or family also have a significant influence. A study by Cheung and Thadani (2019) showed that interpersonal recommendations, which are often considered more credible than information from advertisements or the brand itself, play an important role in consumer decision-making. Recommendations from people who are known and trusted can speed up the decision process by providing additional validation of the product being considered.

Another factor that influences decisions is the availability of clear and comprehensive information about the product. Research by Sweeney and Soutar (2018) found that consumers tend to make faster and more confident decisions when they have access to complete information about product features, benefits, and prices. Transparent and easily accessible information helps reduce uncertainty and perceived risk for consumers. In the digital context, good website navigation and user experience also have a significant impact on purchasing decisions. According to a study by Rose, Clark, Samuel, and Hair (2018), a website that is easy to navigate and provides a positive user experience can increase the probability of consumers making a purchase decision. Ease of finding product information, a simple checkout process, and responsive customer support are important elements that increase consumer convenience and trust. In addition, personalization and special offers also play an important role in the decision stage. Research by Kumar and Anjaly (2020) shows that personalization in the form of relevant product recommendations and special offers tailored to consumer preferences can

drive purchasing decisions. Consumers feel more valued and cared for when offers are tailored to their needs and wants, increasing their likelihood of making a purchase.

The last stage is action, which is buying a product or service. The final stage, "Action," is the culmination of the entire process and is critical to the success of a marketing campaign. At this stage, all efforts that have been made to attract attention, generate interest, create desire, and help consumers make decisions are aimed at encouraging consumers to make a purchase.

Research in recent years has explored many factors that influence consumers to take action to make a purchase. One study by Kumar et al. (2018) found that a smooth and frictionless user experience is key to driving action. They showed that consumers are more likely to complete a purchase when the checkout process is easy, fast, and secure. Elements such as intuitive site navigation, clear product information, and multiple payment options play a key role in minimizing friction in the buying journey. In addition, research by Wong et al. (2019) underscores the importance of personalization in the action stage. They found that personalized product recommendations based on previous behavior and preferences can increase the likelihood of a purchase. Technologies such as machine learning and recommendation algorithms have enabled companies to offer consumers a more personalized experience, which in turn encourages them to take action.

Furthermore, a study by Verma and Yadav (2020) showed that reviews and ratings from other users also have a significant influence on the decision to make a purchase. Consumers tend to trust reviews from fellow users more than claims from the company. Therefore, providing a platform for consumers to share reviews and testimonials can be very helpful in guiding consumers to the action stage. Overall, studies over the past five years have shown that to optimize the action stage of the AIDDA model, companies should focus on providing a seamless experience, advanced personalization, ensuring positive user reviews, improving logistics, and providing flexibility in payment methods. All of these elements work together to reduce friction and encourage consumers to take the final step, the purchase action.

## RESEARCH METHOD

This research is a type of field research, namely research with primary data collection at Saung Angklung Udjo. Meanwhile, the approach in this research uses qualitative description, which aims to describe Saung Angklung Udjo's strategy for preserving culture and increasing the interest of domestic tourists. So this research will be described in verbal form according to information from informants, by the research questions, then analyzed, then reduced, presented, and concluded. (Moleong, 2019)

The informants in this study were as follows:

- ✓ SYA, Assistant Director of Operations.
- ✓ AH, Public Relations and Marketing Communications Division.
- ✓ TH, Performance Division.
- ✓ TP, Talent at the Saung Angklung Udjo show.

This research uses three data collection techniques, namely interviews, observation, and documentation. After collecting data and analyzing the data, researchers tested the validity of the data using source triangulation and engineering triangulation techniques. Meanwhile, for data analysis techniques, researchers used the Miles and Huberman model which consists of 4 stages, namely *data collection*, *data display*, *data concentration*, and *conclusion drawing/verification*. (Mezmir, 2020)

## RESULTS AND DISCUSSIONS

By UNESCO regulations regarding the recognition of angklung as an Indonesian cultural heritage with the conditions for regeneration, production, performances, and promotion. Therefore, regeneration, production, performances, and promotions continue to be carried out by Saung Angklung Udjo (Mahmud Musthofa, 2018). Apart from that, Saung Angklung Udjo also involves local communities in the production process, provides art education and teaching to children, and collaborates with educational institutions. (Musikavanhu & Brown, 2020)

The COVID-19 pandemic since early 2020 has become a crisis for various agencies and companies in Indonesia. A crisis can hurt a company, including lowering market prices, causing conflict, panic, work strikes, loss of relationships, damage to the company's image, and even bankruptcy. However, a crisis can also be a good turning point for a company if it can be handled well, quickly, and precisely. So it can be a learning experience, the emergence of new policies, support from the public, and better management (Ummah et al., 2021). So the strategy implemented by Saung Angklung Udjo to preserve culture and increase the interest of domestic tourists is as follows:

### *Understanding and Adapting to Changing Consumer Behavior*

Consumer analysis is the basis of marketing management. Marketing planning and strategies must be prepared based on an understanding of consumers who are the company's target market (Putri, Sari, & Rahmah, 2022). Therefore, the first strategy implemented by SAU is to remap consumer behavior. By understanding that customer behavior and preferences change over time, SAU identifies the new needs and desires of its visitors. This step is important to ensure that the programs and services offered remain in line with market expectations. This mapping is carried out through various methods, including customer surveys, visit data analysis and direct interaction with visitors. The results of this mapping are then used to formulate more targeted strategies to attract domestic tourists. By the statement from SYA as Assistant Director of Operations as follows:

*" First, we map our customer behavior again, because it changes. Then we try to create a new business model, which then publishes new products."*

### *Developing New Business Models*

After understanding changes in consumer behavior, SAU strives to create new business models that are more relevant to the current situation. This new business model does not only focus on angklung performances but also includes various other aspects that can increase added value for visitors.

Some of the innovations in this new business model include:

- Educational Programs and Workshops: Apart from performances, SAU is developing more interactive educational programs, such as workshops on making and playing angklung. The program attracts families and school groups, providing a fun yet immersive learning experience.
- New Products: SAU launched various new products that can be sold as souvenirs or souvenirs, such as miniature angklungs, other traditional musical instruments, as well as Sundanese cultural-themed merchandise. These products not only increase income but also expand the reach of Sundanese culture into visitors' homes.



Figure 1 Souvenir Shop Front View



Figure 2 Souvenir Shop Looks Inside



Figure 3 Cafe Atmosphere

- Cafe and Restaurant: To attract young consumers and also provide comfort for visitors, at this location SAU also opened a culinary business in the form of a restaurant that provides various local menus and a cafe that is arranged very nicely and facilitates young musicians to perform.
- Music Therapy with Angklung: SAU is also expanding the use of angklung in the health sector, especially music therapy. They hold performances in hospitals, where the angklung is used as a musical therapy tool for patients. Angklung music has a calming effect which can help the healing process and provide a sense of comfort for patients. This initiative not only promotes angklung as a traditional musical instrument but also as a therapeutic tool that is beneficial for health.

### **Promotion via Social Media**

Another strategy that is no less important is the use of social media and digital marketing. In Amid such strong business competition, companies must be able to create innovations to survive. One of the innovations in marketing is maximizing opportunities for social media users as product promotion media (Umbara, 2021). SAU is active on various social media platforms such as Instagram, Facebook, and YouTube to promote its activities and products. In the business sector, social media is a new *buzz area* in marketing that includes businesses, organizations, and *brands* that help create news and friendships, build

relationships, and generate *followers*. (Siddiqui, S., & Singh, 2016) . With interesting and educational content, SAU has succeeded in creating high engagement with its audience.

The digital campaign carried out by SAU includes:

- Visual and Video Content: SAU regularly uploads videos of angklung performances, workshop footage, and daily activities at SAU. This visual content is not only interesting but also informative and educates viewers about Sundanese culture.
- Interaction with Followers: Through social media, SAU actively interacts with its followers, answering questions and responding to comments. This interaction builds a more personal relationship with the audience and increases visitor loyalty.
- Online Promotions and Electronic Tickets: To make it easier for tourists, SAU provides online ticket-purchasing services. This e-ticket promotion increases visitors' convenience in planning their visit.

### *Collaboration with various parties*

One of the main strategies used by SAU to preserve this culture and at the same time increase the interest of domestic tourists is through strategic collaboration with various parties. Therefore, it is important to collaborate in creating an environment that supports innovation and the development of effective business strategies (Hasan et al., 2024) . This collaboration includes cooperation with local communities, educational institutions, and government agencies, as well as travel agents.

SAU realizes that cultural preservation cannot be done independently. Therefore, they actively collaborate with local communities who have a similar vision and mission in maintaining and promoting traditional arts and culture. Through this collaboration, SAU holds various cultural events and festivals that involve direct participation from the community. For example, SAU often participates in local festivals held in Bandung and surrounding areas, where they perform angklung performances and hold workshops open to the community.

Collaboration with educational institutions is an important pillar of SAU's strategy. They regularly hold angklung workshops and training in schools and universities. This educational program is designed to introduce the art of angklung to the younger generation from an early age. In this workshop, students not only learn about the history and techniques of playing angklung but are also invited to understand the cultural values contained in this traditional music. One concrete example is the "Angklung Goes to School" program, where SAU visits schools to provide hands-on training. This program received a warm welcome from various schools in Bandung and other cities in Indonesia. Apart from increasing students' knowledge and skills, this program also aims to foster a sense of love and pride in local culture.

Support from government agencies is very important in cultural preservation efforts. SAU collaborates with various government agencies, both at the local and national levels, to hold cultural events that are larger and have a wider reach. This collaboration includes organizing cultural festivals, seminars, and exhibitions featuring Angklung as one of the world's cultural heritages recognized by UNESCO. For example, SAU often collaborates with the Bandung City Tourism and Culture Office to hold cultural events that attract the attention of domestic tourists. With government support, SAU can also expand its promotional reach, both through mass media and government-owned digital platforms.

To attract more domestic tourists, SAU also forms partnerships with various travel agents. Through this collaboration, tour packages visiting SAU become part of the itinerary offered by travel agents. This makes it easier for tourists who come to Bandung to get to know and enjoy the angklung performances at SAU. Travel agents also help promote SAU through their various channels, both online and offline. With a tour package that includes a visit to SAU, tourists get easy access and a more structured experience, starting from pick-up, and tour guide, to visits to various other attractions in Bandung.

### ***Material Adjustment***

One of the important strategies implemented is through adapting the show material to be more dynamic and fresh. The breakthrough made by SAU was to prepare additional material specifically for children. This is a strategic step to introduce the art of angklung from an early age and create interest in the younger generation. In an interview, an SAU representative stated, "We are still trying to make several new breakthroughs, for example, we are preparing additional materials for young children."

Not only that, SAU also continues to program various performance materials so that the audience doesn't get bored. They realize that variety in show material is key to maintaining audience interest. "In terms of performances, we are filling it with various products for the future, for example, calung, and in the future we want to replace materials that are considered boring," explained the SAU representative. SAU also changed the layout of the show and the number of performers involved to provide a more intimate and different experience. They also divided the performance material into two segments, namely for adults and children, so that it can attract various age groups.

To keep the audience from getting bored, SAU plans to continue changing the songs and dances performed according to the region of origin. For example, they will perform songs and dances from Sumatra in one show, and from other regions in the next. This provides variety and ensures that every SAU show provides the audience with a new experience. "For future steps, we will also change the strategy again so that we don't get bored, so for example we will change a few more songs, for example for the island of Sumatra what song, what dance," said the SAU representative.

### ***Providing Scholarships***

One of the strategies implemented by Saung Angklung Udjo (SAU) in preserving culture and increasing the interest of domestic tourists is by inviting local children to learn angklung and providing scholarships. This approach not only aims to preserve the art of angklung but also to create future generations who love and appreciate traditional culture. SAU realizes that children are key in preserving culture. One of the main attractions of SAU is the angklung performance which involves children. The audience likes watching children perform, even if there are small mistakes they make, it is considered funny and adds to the entertaining impression. Performances by these children not only attract the attention of the audience but also provide an opportunity for children to perform in public and increase their self-confidence.

Therefore, SAU developed an educational program that involved children from the surrounding environment to learn to play angklung. This program is designed to be interesting and fun so that children are interested in participating. They are taught about the history of angklung, basic techniques for playing angklung, as well as the cultural values

contained in this traditional music. Apart from inviting children to learn angklung, SAU also provides scholarships to children who show great talent and interest in the art of angklung. This scholarship not only covers angklung training but also formal education, so that children can continue to develop both artistically and academically. With this scholarship, SAU hopes to provide full support to the younger generation so that they continue to be enthusiastic about preserving traditional culture.

AIDDA theory (Attention, Interest, Desire, Decision, Action) is a model that describes the stages consumers go through in the decision-making process. The following is an analysis of the Saung Angklung Udjo (SAU) strategy using AIDDA theory:

**Table 1. Analysis Of Saung Angklung Udjo (Sau) Strategy Using AIDDA Theory**

| NO. | ANALYSIS OF SAUNG ANGKLUNG UDJO (SAU) STRATEGY USING AIDDA THEORY |   |
|-----|---|---|
| 1.  | Understanding and Adapting to Changing Consumer Behavior          |   |
|     | Attention:  | SAU started by attracting attention by understanding and mapping changes in consumer behavior. They identify current needs and preferences through surveys and data analysis. |
|     | Interests:  | With this understanding, SAU can adapt their programs and services to appeal to consumers who have new and different preferences.   |
|     | Desires:  | Customization based on consumer behavior increases the desire to engage with SAU, as the programs offered are more relevant and engaging.                                     |
|     | Decision:   | Accurate information about behavior changes helps SAU make strategic decisions to develop new programs that better suit consumer desires.                                     |
|     | Action:   | Consumers responded positively to relevant programs, increasing visits and participation in SAU activities.   |
| 2.  | New Business Model Development                                    |   |
|     | Attention:  | The new business model offered by SAU attracts the attention of consumers with a fresh and innovative concept.  |
|     | Interests:  | New business models create interest because they offer experiences and products that are fresh and different from before.   |
|     | Desires:  | Consumers are starting to feel the desire to try this new business model because it offers more value and unique experiences.   |
|     | Decision:   | By providing clear information about the benefits and uniqueness of a new business model, consumers are encouraged to decide to try it.                                       |
|     | Action:   | Consumers then take action by participating in a new program, purchasing a product, or attending an event.  |
| 3   | Promotion via Social Media  |   |
|     | Attention:  | SAU's social media is active in attracting attention with interesting visual content such as videos of performances and workshops.  |
|     | Interests:  | The content presented creates interest through stories and educational information about Sundanese culture and angklung.  |
|     | Desires:  | Promotion on social media increases the desire to visit and experience activities at SAU firsthand.   |
|     | Decision:   | With easy access to information and interaction on social media, consumers can easily decide to visit SAU.  |

|   |   |   |
|---|---|---|
|   | Action:                                   | Consumers who are inspired by social media content ultimately take action by buying tickets, sharing content, or inviting friends to visit.                   |
| 4 | Collaboration with Various Parties        |   |
|   | Attention:                                | Collaboration with communities, schools, and other institutions attracts the attention of the public who may not yet know SAU.                                |
|   | Interests:                                | This collaboration creates new interest by introducing SAU to a wider audience through joint events and programs.   |
|   | Desires:                                  | By demonstrating the tangible benefits of collaboration, such as educational programs or cultural events, consumers begin to feel the desire to get involved. |
|   | Decision:                                 | Information delivered through collaboration makes it easier for consumers to decide to participate in the SAU program.  |
|   | Action:                                   | Consumers ultimately take action by joining collaborative programs, supporting events, or becoming part of the SAU community.                                 |
| 5 | Adaptation of Performance Materials       |   |
|   | Attention:                                | Adapting performance material attracts the audience's attention by presenting something new and fresh.  |
|   | Interests:                                | Audiences become interested in performance material that is relevant and suits their tastes and interests.  |
|   | Desires:                                  | Audiences feel the desire to watch customized shows because they offer a more engaging experience.  |
|   | Decision:                                 | These adjustments help audiences decide to come and see SAU perform.  |
|   | Action:                                   | Ultimately, the audience takes action by purchasing tickets and attending the show, as well as recommending it to others.                                     |
| 6 | Providing Scholarships for Local Children |   |
|   | Attention:                                | The scholarship program attracts the attention of the local community and the media with its positive social initiatives.                                     |
|   | Interests:                                | The community is interested in the scholarship program because it provides direct benefits to local children.   |
|   | Desires:                                  | This program fosters a desire for the community to support and be involved in SAU activities because of the positive impact it produces.                      |
|   | Decision:                                 | By seeing the clear benefits, the community decides to support SAU, either through donations, collaboration, or participating in other programs.              |
|   | Action:                                   | The community finally took action by supporting the scholarship program, visiting SAU, and participating in cultural preservation efforts.                    |

*Source: Researcher, 2024*

By using AIDDA theory, it can be seen that Saung Angklung Udjo's strategy in preserving culture and increasing the interest of domestic tourists is effective in attracting attention, growing interest, creating desire, helping decision-making, and encouraging positive action from consumers. Through understanding changes in consumer behavior, developing new business models, and social media promotions, collaborating with various parties, and adapting show materials, and scholarship programs, SAU has succeeded in significantly increasing their visibility and appeal.

## CONCLUSION

Saung Angklung Udjo (SAU) has proven itself as a pioneer in preserving traditional culture through various innovative and effective strategies. By understanding and adapting to changes in consumer behavior, developing new business models, utilizing social media for promotions, and collaborating with various parties, SAU has succeeded in attracting the interest of domestic and international tourists. Adapting performance materials and providing scholarships to local children are also important steps in ensuring the sustainability and appreciation of angklung art in the future.

Through its dedication and commitment, SAU has not only succeeded in preserving the art of angklung but also introduced and expanded this cultural value to the younger generation. Angklung performances involving children and the use of angklung as a musical therapy tool show that this traditional art has broad benefits, both in terms of culture, education, and health.

SAU's success in preserving culture and increasing the interest of domestic tourists has become an inspiration for various other cultural institutions. With the right strategy and collaborative spirit, the preservation of traditional culture can continue to develop and become a matter of shared pride. Saung Angklung Udjo is not only a performance venue, but also a symbol of dedication in preserving culture and arts education. Through this article, it is hoped that readers can better understand the importance of preserving cultural heritage and supporting various preservation efforts carried out by cultural institutions such as Saung Angklung Udjo.

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