



Unique Trend: Balinese Language as Promotional Tool on Social Media

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Abstract

Balinese is one of Indonesia's great regional languages because it is still well-lived, maintained and used as a communication tool in Balinese tribe. Communication by using Balinese Language in Bali is not only used directly face-to-face, but has also been used virtually on social media. The use of social media is also not only done to exchange information but is also used as a place to find local Balinese entertainment. Many influencers and content creators in Bali take this opportunity by making some funny Balinese accent videos and getting paid for that. This trend continues where the use of the Balinese language becomes a promotional tool on social media platforms. A quantitative method was employed in this study by using a descriptive study on the object of the study. The research's location is in Denpasar City, especially for Instagram users who have interest in Balinese language content. Balinese celebrities use Balinese in conveying their content and are used to help several businesses to sell their product on Instagram. Some examples of Balinese celebrities who often use Balinese in their content with an average number of followers exceeding 10,000 are the Instagram account haipuja, mamedwedanta, koalakepo and xmade_official. Based on the large number of followers, it shows that many people are interested in Balinese-language content brought by the celebrities so engagement is created on these accounts. Due to the high engagement generated, many brands have hired Balinese celebrities to promote their products. Therefore, Balinese content plays a role in attracting viewers' attention and is used as a promotional tool on Instagram.

Keywords: *Balinese Language; Social Media; Promotion; Content*

Introduction

Language is a fundamental aspect of human life. It is a tool of communication that has been developed and refined over thousands of years to allow us to express our thoughts, emotions, and ideas. Suarjana (2011: 1-2) says that language has a vital role in the life of mankind, in addition to the identity of a nation also language can express an ethnicity of a particular group. Without language, it would be impossible to communicate with each other, share information, and form relationships. Language enables us to express our thoughts, emotions, and ideas in a way that is easily understandable by others. It allows

us to convey information effectively and efficiently, which is essential for social interaction, education, and business.

Balinese is one of Indonesia's great regional languages because it is still well-lived, maintained and used as a communication tool in Balinese tribe. As a communication tool, Suwija (2017) says that the Balinese language can be distinguished on the *basa pakraman* and *basa pasuitrayan*. *Basa pakraman* is the language that used by a means of communication in customary and religious official forums such as in *paruman* or meetings, village meetings, youth meetings, *subak* meetings, *pakeling* (announcement) or *sembrama wecana* (greeting) at traditional ceremonies, as well as official forums such as the language of Balinese language teachers who teach in the classroom. While the term *basa pasuitrayan* is a language of communication outside the official regional forums such as peer-to-peer farmers, fellow students in the canteen, fellow employees in the office, between buyers and traders in traditional markets, and so forth.

Communication by using Balinese Language in Bali is not only used directly face-to-face, but has also been used virtually on social media. This habit has been around for a long time, but it has only started to become a trend since the Covid-19 pandemic, which required everyone to communicate remotely. The use of social media is also not only done to exchange information but is also used as a place to find local Balinese entertainment. The adoption of social media can connect those people who have and understand cultural knowledge with people who want to learn heritage knowledge (Pramartha, et.al., 2020).

Local Balinese entertainment is growing rapidly along with the habits of the Balinese people in using social media. The majority of Balinese people, especially in Denpasar City, spend an average of 7-8 hours a day using social media (Priatmojo, 2021), it shows that they spend 33,33% of their time just for chatting, calling and seeing content. Health-wise, maybe this is not good because spending a lot of time in front of a cell phone can cause visual disturbances, but in Business, it can be a great opportunity. Many influencers and content creators in Bali take this opportunity by making some funny Balinese accent videos and getting paid for that. On the other hand, many businesses have started to develop with the help of promotions carried out by influencers and content creators by creating funny content in Balinese language. This is congruent with research conducted by Nandagiri & Philip (2018) which revealed that social media influencers have an impact on increasing sales of a brand, so they are often targeted as promoters of a product on social media. The video is expected to attract a large number of viewers by adding humor to their promotional videos so that it becomes viral (Warmadewi, et.al., 2022). Humor that used by the influencers is funny content using unique local Balinese accents such as Buleleng accent or Negara accent which have different characteristics of pronunciation. This trend continues where the use of the Balinese language becomes a promotional tool on social media platforms.

Literature Review

1. Balinese Language

In daily life, Balinese is still used as a communication tool for Balinese people. The Balinese language has a function as a Balinese human identity as well as to express ideas related to Balinese culture (Suastra, 2009). The Balinese language is one of Indonesia's local languages with a specific and unique speaking system. Suwija (2017) states that the Balinese language has 7 vocabulary levels: (1) *alus sor* (low-respect variety), (2) *alus madia* (medium-respect variety), (3) *alus mider* (high or low-respect variety), (4) *alus singgih* (high - respect variety), (5) *andap* (variety of disrespect), (6) *mider* (not having a form of respect), and (7) *kasar* (disrespectful variety).

Kruna andap and *kruna kasar* are the most often used by comedians, influencers, and even general public. Suwija (2017) says Crude words or *kruna kasar* are Balinese words that feel bad (*kaon*) and are used to form rough communication. Meanwhile, *Kruna andap* is used to speak by people of the same

caste, status, or birth. The majority of Balinese people, especially the people of Buleleng district, say that the use of *kruna Kasar* and *Undap* is more popular because they can establish stronger intimacy among Balinese people and their use is easy to understand. This is a strong reason why many influencers and comedians use *kruna Kasar* and *Undap* in public and certain media such as social media.

2. Social Media Usage

Social media can be interpreted in several ways. In a practical sense, social media is a collection of software-based digital technologies where users can send and receive digital content or information through some type of online social network. From a business perspective, social media is defined as another type of digital marketing channel that marketers can use to communicate with consumers through advertising (Appel, et.al., 2020). When we refer to social media, applications such as Facebook, WhatsApp, Twitter, YouTube, LinkedIn, Pinterest, and Instagram often come to mind. These applications are driven by user-generated content, and are highly influential in a myriad of settings, from purchasing/selling behaviors, entrepreneurship, political issues, to venture capitalism (Greenwood and Gopal 2015).

Kaplan and Haenlein (2010) argue that social presence/ media richness and self-presentation/self-disclosure are the defining characteristics of social media. Using these characteristics, they distinguish collaborative projects, blogs, content communities, social networking sites, virtual game worlds, and virtual social worlds. A predominant characteristic of social media networks is product/service reviews and recommendations. People are beginning to rely on others' experiences, for instance, before making a purchase, visiting a place, or searching for accommodation, such online reviews complement product/service information (Kapoor, et.al., 2018).

3. Promotion

The definition of promotion is a oneway flow of information or precepts created to direct a person or organization to an action that creates an exchange in marketing (Ilyas & Mustafa, 2022). According to (Kader et al., 2021; Zephaniah et al., 2020), promotion is a fundamental tool planned to achieve the company's goals by developing a sustainable competitive advantage through the market entered by marketing programs used to serve the market or the target. The promotion's primary purpose is to modify consumer behavior, inform, influence, and persuade and remind target consumers about its products or services (Campbell & Farrell, 2020; Lin & Lin, 2009). The idea of using celebrities (in consumer markets) or well-known opinion leaders (in business markets), who have a high social value, to influence others on social media is a well-known marketing strategy (Knoll & Matthes, 2017). Micro-influencers are influencers who are not as well-known as celebrities, but who have strong and enthusiastic followings that are usually more targeted, amounting anywhere between a few thousand to hundreds of thousands of followers on social media (Main, 2017). Promotion Through Social Media is an activity to introduce a product or goods to all circles with the aim of reaching out to the wider community both in town and out of town with the main purpose of a product or merchandise that can be purchased by way of an online or social media (Usman & Navari, 2019).

Method

A quantitative method was employed in this study by using a descriptive study on the object of the study. According to BPS Provinsi Bali (2021) and Priatmojo (2021), the most social media and internet users in Bali is Denpasar City. Therefore, the researcher determines the research location in Denpasar City, especially for Instagram users who have interest in Balinese language content. This research was conducted from February to April 2023.

The population in this study are Instagram users who are domiciled in Denpasar City and have interest in Balinese language content. The sampling method used in this research is purposive sampling method which the number of respondents taken is 100. Determination of the number of this sample based on Roscoe (1975) and Sekaran (2006), which state that size samples of more than 30 and less than 500 are appropriate for most studies. Data is collected by using a questionnaire for the respondents and the measurement scale used is Likert scale.

Discussion

The profiles of 100 respondents are presented in general with several characteristics including gender, age, job and duration of Instagram usage.

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	70	70.0	70.0	70.0
	Male	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

For the gender of the respondents, the results of the questionnaire obtained that the number of male respondents is 30 people or 30% of the total respondents, and the number of female respondents is 70 people or 70% of the total respondents. From these data, it can be concluded that the majority of respondents are women.

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>36 years	1	1.0	1.0	1.0
	17-21 years	88	88.0	88.0	89.0
	22-26 years	9	9.0	9.0	98.0
	27-31 years	1	1.0	1.0	99.0
	32-36 years	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

As for the age of the respondents, from the results of the questionnaire, it is known that the number of respondents aged 17 to 21 years is 88 people or 88% of the total respondents, who are 22 to 26 years old is 9 people. or 9% of the total respondents, aged 27 years to 31 years of 1 person or 1% of the total respondents, aged 32 years to 36 years of 1 person or 1% of the total respondents, and aged 36 years and over is 1 person or 1%. of the total respondents. From these data, it can be concluded that most of the respondents are aged 17 to 21 years.

Job

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Civil Servant	2	2.0	2.0	2.0
	Private-Employee	1	1.0	1.0	3.0
	Students	97	97.0	97.0	100.0
	Total	100	100.0	100.0	

For the respondent's occupation, from the results of the questionnaire, it is known that the number of respondents who work as student is 97 people or 97% of the total respondents who work as civil servant is 2 people. or 2% of the number of respondents, and 1 person or 1% who works as private employee. From these data, it can be concluded that most of the respondents have jobs as students.

Duration of Instagram Usage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	≥7 hour	49	49.0	49.0	49.0
	1-3 hours	10	10.0	10.0	59.0
	4-6 hours	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

As for the duration of using Instagram, from the results of the questionnaire it was found that 10 people or 10% of the total respondents used Instagram for 1 to 3 hours, 41 people or 41% of the total respondents used Instagram for 4 to 6 hours. and those who use Instagram for 7 hours or more are 49 people or 49% of the total respondents. From these data, it can be concluded that most respondents spent 7 hours or more using Instagram.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
I usually watch Balinese Language Content on Instagram	100	1.00	5.00	4.2500	.74366	.553
I like to watch Balinese Language content on Instagram	100	2.00	5.00	4.1700	.72551	.526
I usually watch influencers promoting a product or brand by speaking Balinese on Instagram	100	2.00	5.00	4.1400	.73882	.546
I'm interested in Balinese language influencer promotional content on Instagram	100	3.00	5.00	4.1800	.65721	.432
I am enthusiastic about product promotion content using Balinese Language on Instagram	100	2.00	5.00	3.8300	.94340	.890
Valid N (listwise)	100					

Based on data analysis results, the average number of those who answered "I usually watch Balinese Language content on Instagram" is 4.25 where the average value is far from the minimum value and close to the maximum value, so it can be said that the majority of respondents who usually watch content speak Balinese through Instagram social media is relatively large. The low variance and standard deviation values indicate that the diversity of answers is relatively small or narrow so the results of the analysis can be said to be valid. This is also supported by the large number of viewers on Balinese-language content created by several influencers from Bali such as influencer Puja Astawa with the account name haipuja, the content with the caption "Motor Yamaha baru bagus, ok ..." got 105 thousand views on Instagram.

The statement "I like to watch Balinese Language content on Instagram" shows an average of 4.17 where this value is far from the minimum value and close to the maximum value, so it can be said that the majority of respondents like to watch Balinese language content on Instagram. This can be proven

by the large number of likes on some Balinese-language content on Instagram, such as an Instagram user with the account name *xmade_official* with the content title “selem badeng, badenge care sadel..” getting more than 9 thousand likes.

The question "I usually watch influencers promoting a product or brand by speaking Balinese on Instagram" has an average value of 4.14 where the average value is far from the minimum value and close to the maximum value, so it can be said that the majority of respondents usually watch Promotional content in Balinese through social media Instagram is relatively large. This statement can be seen through promotional content carried out by influencers from Bali such as Puja Astawa in their content entitled "Jika sudah pilihan hati kita...Jangan pedulikan tetangga" getting 130 thousand views and 5 thousand likes. This also supports the statement "I'm interested in Balinese language influencer promotional content on Instagram" with an average score of 4.18 where the value is far from the minimum value and close to the maximum value, so it can be said that the majority of respondents like to watch promotional content by speaking Balinese on Instagram.

Meanwhile, the results of the analysis with the statement "I am enthusiastic about product promotion content using Balinese on Instagram" have an average value of 3.83 where the value is far from the minimum value and close to the maximum value, so it can be said that the majority of respondents are interested in buying the product offered through promotional content in Balinese on Instagram. This statement can be proven in the Astawa Puja content entitled "Jaen kone Semeton" on the *babiguling_panana* account by promoting suckling pig products using Balinese, the post received more than 13,000 likes, 400 comments and the number of shares reached 2,000.

These statements and examples explain that language is not only used as a medium of communication to interact with each other, but is also used in activities to promote a product or brand. In addition, there are many Balinese influencers who create interesting content in Balinese offering and invite them to buy a product on Instagram. This is also explained by Warmadewi, et.al (2021), many Balinese celebrities use Balinese in conveying their content and are used to help several businesses to sell their product on Instagram. Some examples of Balinese celebrities who often use Balinese in their content with an average number of followers exceeding 10,000 are the Instagram account *haipuja* with 394,000 followers, *mamedwedanta* with 46,000 followers, *koalakepo* with 66,000 followers and *xmade_official* with 79,000 followers. Based on the large number of followers, it shows that many people are interested in Balinese-language content brought by the celebrities so engagement is created on these accounts. This is supported by the research of Shahbaznezhad, et.al (2020) which states "social media posts with richer content (e.g., videos) are more effective in social media communication compared to lower rich content (e.g., photos), and therefore will facilitate behaviors that reflect greater engagement in the form of active engagement behavior". With the creation of high engagement, many brands have hired Balinese celebrities to do endorsements. Therefore, it can be said that Balinese-language content plays a role in attracting the attention of the audience and is used as a promotional tool on Instagram.

Conclusion

Balinese language is one of the communication media used by Balinese people in their daily life. Along with the times, the use of Balinese language is not only used as a medium of communication to interact with each other, but has been used as a promotional tool for content delivered by celebrities on Instagram. The existence of Balinese-language content can increase engagement and the number of endorsement requests from several brands, so it can be said that Balinese plays a role in helping to attract the attention of the audience and is used as a promotional tool on Instagram.

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