



## The Implementation of Corporate Social Responsibility through Festival Ketoprak Pelajar Event at CV Amigo Mangesti Utomo, Klaten, Central Java, Indonesia

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<http://dx.doi.org/10.18415/ijmmu.v6i4.988>

### **Abstract**

Festival Ketoprak Pelajar event is a phenomenon that is quite unique when the rampant society with new media. Amigo Group initiated corporate social responsibility (CSR) which is divided into 2 (two) namely CSR Social and CSR Culture. Festival Ketoprak Pelajar is an event of Amigo Peduli Budaya initiated by Amigo Group. The purpose of holding an event is to continue to maintain the relationship between the company and the customer can stay well maintained. The purpose of this study is to know how the Implementation of Public Relations in Corporate Social Responsibility activities through Festival Ketoprak Pelajar event at Amigo Group. The theory used this time is Relationship Management theory, refers to the process of management relationship between the organization with internal and external public. While the method used by the author is qualitative, with case study approached. The results of this study explain the process of public relations work programs applied to companies that do not have a public relations division in particular and also without the help of the public relations agencies that exist.

**Keywords:** Event; Festival Ketoprak Pelajar; CSR

### **Introduction**

At first time, *ketoprak* is a game of villagers who are entertaining themselves by beating the mortar during the full moon. As the times progressed, it became a complete form of folk theater and its execution time was changed. *Ketoprak* is traditional drama because it's shown to the audiences without using text like modern drama. In the midst of the rapid development cultures that currently come to Indonesia, a lot of traditional arts begun to be forgotten, one of them is *ketoprak*. There are many causes that make *ketoprak* at this time to be considered out of date than the other art performances. A lot of entertainment show on television, the story is monotonous, and another causes that made *ketoprak* being forgotten at this time. Actually, if we see *ketoprak* as the performing arts, there will be a lot of philosophy on it which we can see when it was perform. A lot of messages, social critic, religion until politic which are delivered in certain scenes that are shown in the *ketoprak* performances. Tatabuhan through *gamelan* becomes attraction itself, when the harmony of music united in the chants of Javanese songs, even in

some performances adopted *campursari* songs that are more "up to date", so the segmentation of entertainment and art could be combine harmony. In order to realize *ketoprak* that has appeal to the taste of society in each every performance, it takes totality in managing. Totality in every aspect, which are the story theme, marketing, pricing, places, kind of promotion, packaging, performance distribution, and the evaluation tradition after the show held. The first thing that we see is the story theme.

Festival *Ketoprak Pelajar* event is a phenomenon that is quite unique when the rampant society with new media. Festival *Ketoprak Pelajar* (FKP) have been held 8 times since 2010. Every year, the enthusiasm from society for this event increased. With this great interest, Amigo Group try to increase quality of the performances so the future goals of this company to bring this show to the high level (province) could be achieved in the near future based on the work plan created by the Amigo Group marketing team.

**Table 1 Progress of Festival Ketoprak Pelajar over the last 3 year**

Year	Total Group	Total Participant	Time
2015	Followed by 17 groups	3192 students	Held on September, 4 <sup>th</sup> – 6 <sup>th</sup> , 2015
2016	Followed by 20 groups	3700 students	Held on September, 2 <sup>nd</sup> - 4 <sup>th</sup> , 2017
2017	Followed by 24 groups	4.523 students	Held on September, 21 <sup>st</sup> - 24 <sup>th</sup> , 2017

Festival *Ketoprak Pelajar* itself started from anxiety about the existence of Javanese culture (*ketoprak*) is increasingly unfamiliar by the young generation, the founder of this festival were Edy Sulistyanto (Amigo Group), Almarhum Ki Harsono (at that time, the Chairman of the Arts Council) and Bondan Nusantara (Yogya Artist), they found out an idea to held Festival *Ketoprak Pelajar*, because another *ketoprak* show that have been held only become the nostalgia for the old generation, also could not take young generation interest. After got approval from The Ministry of Education and Culture, also full support from *Sanggar Omah Wayang*, 2010 was the first year of Festival *Ketoprak Pelajar* event with only followed by 4 schools, which are their art teacher acquaintance with the committee of *Sanggar Omah Wayang*. Not much audience that came also at that time. Even so, Amigo Group with *Sanggar Omah Wayang* still not gave up because they have three ultimate goals. First, they would like to conserve *Ketoprak* to the world. Second, spreads the happy feels from *Ketoprak* to young generations, through the acting or just watching and enjoy the gorgeous perform from *Ketoprak*. Third, in accordance with Amigo's vision that care of education and art (Amigo Group, 2016). If seen further, the effects that we get also bigger. One of the examples is the changing of a city tagline. Before that, Klaten city's tagline was *Kota Dalang*, but because seeing such a big response from society related caring activities that Amigo Group made, local government around Klaten change that tagline into *Kota Ketoprak*. This thing that made the writer interested and would like to to know more about this Festival *Ketoprak Pelajar*.

**Table 2 :State of The Art**

No	The Researcher (s)	The Title of Research	The Result of Research
1	Mapisangka (2009)	<i>IMPLEMENTASI CSR TERHADAP KESEJAHTERAAN HIDUP MASYARAKAT</i> (The implementation of Corporate Social Responsibility (CSR)).	Based on the findings, the policy of corporate social responsibility by PT Batamindo Investment Cakrawala should be focused on local social values. This approach is very important in order the CSR program by firm can effectively and efficiently functioning. Besides that, the CSR program must involve all people in company environment, so they will take advantage form the CSR program
2	Wahyuningrum, et. al (2014)	<i>PENGARUH PROGRAM CORPORATE SOCIAL RESPONSIBILITY TERHADAP PENINGKATAN PEMBERDAYAAN MASYARAKAT</i> (The influence of Corporate Social Responsibility Program to Increased Community Empowerment)	From the analysis it can be seen that there is a significant influence between the variables simultaneously and partially social, economic and environmental community empowerment. From the overall results it can be concluded that the three independent variables have a significant impact on community empowerment.
3	Tanudjaja (2006)	<i>PERKEMBANGAN CORPORATE SOCIAL RESPONSIBILITY DI INDONESIA</i> (The Development of Corporate Social Responsibility in Indonesia)	The awareness towards CSR (Corporate Social Responsibility), that should be integrated into a company's hierarchy as management's strategy and policy, is needed to attain balance between the business industry and the surrounding community. The essence and significance of CSR has not been wholly understood by businessmen, thus CSR only becomes textual and often implemented due to community demand.
4	Dewi (2013)	<i>IMPLEMENTASI CORPORATE SOCIAL RESPONSIBILITY (CSR) DAN PENGARUHNYA TERHADAP LABA PERUSAHAAN PADA UKM BATIK BAKARAN DI KOTA PATI</i> (Implementation of Corporate Social Responsibility (CSR) and	Based on the results obtained conclusions: (1) Implementation of Corporate Social Responsibility (CSR) in UKM Batik City Offering Pati is frequent social activities. (2) Efforts to increase the value of the company on UKM Batik Bakaran in Pati with implementing CSR. (3) There is

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*the Effect on Firm Value to  
UKM of Batik Bakaran in the  
Pati city)*

the influence of the implementation of Corporate Social Responsibility (CSR) on corporate value creation in UKM Batik City Offering Pati. The advice given in this study is better Batik Offering UKM in Pati can implement CSR properly, by giving most of its profits in social activities in the environment, employees and communities.

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### ***Literature Review***

According to Shone and Parry inside Noor (2009, page 7), event is a phenomenon that arising from art or organization, outside the normal life and daily activities that have a purpose to enliven, celebrate, or entertain a group of people.

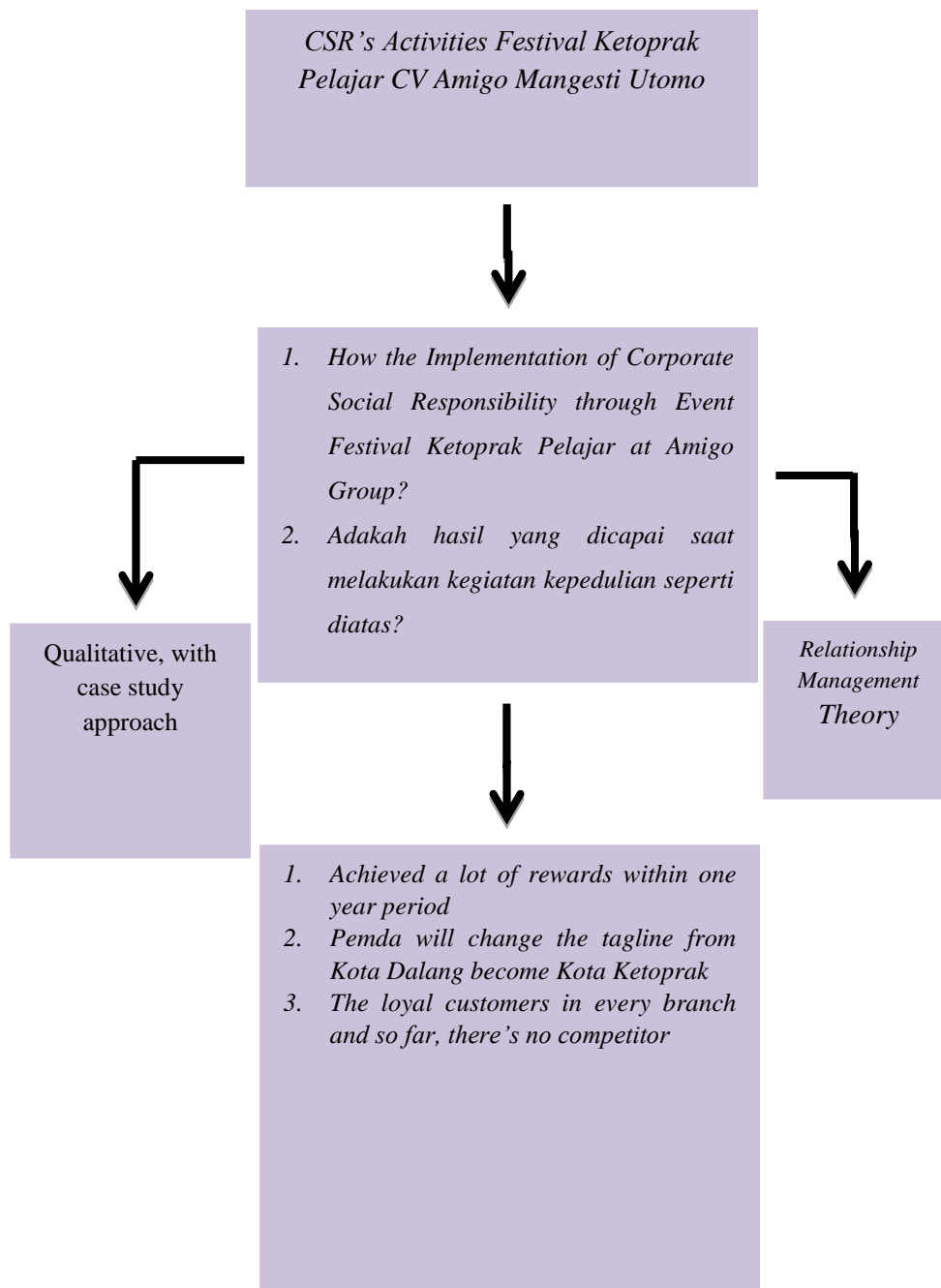
Through that definition, we can conclude that the purpose of holding the event in company to influence public, publication process, company's goodwill, promotion, solve problem, formulate policies, and to create a good or positive image, said Pudjiastuti (2010, page 26).

This reputation is a goal from any various activities that have been held. The effect also not directly visible and feels. Through CSR on Festival *Ketoprak Pelajar's* event, relation between customers and even prospective customers can also continue to be nurtured which a long term result. The concept that the writer created is a series of plans that can explain more of the titles. The caring activities like this have a long process. Even if we see at preparation before the activities, or the long effect causes that activities that have been held routine.

On this case, as PR, Grunig thru Rusdianto (2013, page 89), stated that the ideal process of PR's communication is follow the 'two way symmetrical model' on the implementation of CSR itself, because it have a purpose to develop, save the company's reputation and image on the public eyes.

Even though at the end company not directly get benefit from CSR, but of course the company will not expected to get a short term financial reward when they implemented CSR strategy, because that is not the real purpose. CSR's theory that the writer choose is to make a connection between every activities that Amigo Group's made. This company does their caring activities with unusual way. Not only sympathize and give, but they could educate, improve, and develop even explore the big potential skills to improve the SDM quality round company.

## Theoretical Framework



## **Research Method**

This research use qualitative method. Qualitative research is a research approach method that prioritizes on data quality. The writer consideration choose this method because it will explain deeply about the phenomenon through every aspects like opinion, behaviors, attitudes, responses, desires and willingness from of individual or groups. This method is more subjective and not through statistical calculation. The approach method that the writer used is a case study method. Creswell said (2010, page 20) that case study is a research strategy where the researches investigate carefully a program, event, activity, process, or groups.

This approach is very familiar to social scientists because of its popularity in psychology (Freud), medical (problem case analysis), law (law case), and political science (case report). Case study research had a long unique history in many discipline. Started with identify the one specific case. This case could be a concrete entity, like individual, small group, organization or partnership. In the concrete level, this case could be community, relation, decision process, or specific project. The key is to define cases that can be restricted or described in certain parameters, like specific place and time. Usually, the case study researches learn ongoing real life case, so they could accumulate accurate information without loose time. One single case could be choose or compound case be identify so everything could be compare.

The great main characteristic of qualitative case study is shows a deep understanding of the case. To make this research perfect, researches accumulate diverse qualitative data, start from interview, observation, document, until audiovisual material. Relying on a single data source is usually not sufficient to develop this deep understanding.

Qualitative study case differentiated by the size of the case boundary, for the example is the case involve one, some individual, a group, a big program, or an activity. Case study also could be differentiated with the purpose and case analyze.

## **Research Result and Discussion**

Amigo Group is a store that serving such as fashion and shoes retail. Located at some Ex *Karesidenan* Surakarta and Yogyakarta cities. Amigo Group provided great quality fashion and shoes, exclusive, and supported by leading brands.

Amigo Group proudly present *positioning* on their tagline, means “*jelas beda, beda jelas*” shows that not only provided great quality fashion and shoes product, Amigo Group also give a special shopping sensation serving for customers.

### **CSR Amigo Group's Activity**

Reflected in the vision “have high social commitments” and mission “have role in cultural events and human resource development”, Amigo Group usually have role in every culture and social activity since its establishment. Not only at the top management, but to all lower-level employees, is taught to be concerned with direct involvement in real activities that have a social impact, it could be energy, idea, or material involvement. Series of social activity that Amigo Group's held as their social caring named “Amigo *Peduli Sosial*” and art caring event named “Amigo *Peduli Budaya*”.

CSR activity has been part of Amigo Group's history since its establishment. It has been a long time a social action like customers and employee blood donors, also social services become routine. Moreover, Amigo Group also help *Pondok Pesantren Al-Muttaqien* – Klaten and *Pondok Pesantren Ki Ageng Selo* – Tulung, Klaten routine. With a purpose that the student on that place could educate well.

Starting from Amigo Group half age about twenty years ago, Amigo Group became active in the cultural event around their stores. Until today, this active involvement inside their annual routine agenda is on the Festival *Ketoprak Pelajar* event. This involvement has been going on for seven years and will go to Central Java Province.

Amigo Group hopes that by involve all parts of the company in cultural and social events could support government to improve public welfare and also helped maintain original cultural existence, especially Center of Java's culture.

### *Public Relations Amigo Group's Strategy*

Amigo Group really committed to be a different company than other in a positive meaning through their CSR's program. It is not only shown from giving a social help like clothing, food, or compensation.

Although it is not something that can be considered as a mistake, but Amigo Group have other big purpose than that, like conserve Indonesia culture especially Center of Java. Amigo Group also not only care about *Ketoprak* culture that became CSR's focus. But also participate actively in another event that held around their store.

### *Festival Ketoprak Pelajar Event*

Festival *Ketoprak Pelajar* is an art show that made with a purpose to conserve the art of *ketoprak*. Because on this modern era, a lot of you generation not care about art, especially *ketoprak*. Even though *ketoprak* is the art that have value on moral message and life philosophy related on this era. So if this kind of art is left alone, it will threaten the existence of art itself.

One of the reasons that Festival *Ketoprak Pelajar* present, was come from Amigo Group's tagline "*Jelas beda, beda jelas*" so that CSR's program different than another company.

Because they would like to create next generation that realized about culture and art, moreover *ketoprak*. Before Festival *Ketoprak Pelajar* held, young generation did not know well about this art.

Since 7 years ago, on September 25, 2010, Festival *Ketoprak Pelajar* became attraction for the teachers or students to develop this art. The reasons are, teacher would like to make their school's name great and for the student, some really from invitation of their teacher. Even the participants not come from their willingness to participate in the *ketoprak's* art, but it became thing that they really love.

Through Festival *Ketoprak Pelajar* event, increasingly introducing the name of Amigo Group to place that do not know about the existence of this company through this time.

## Discussion

Amigo Group itself is not a company that specially has public relations division, but this company has marketing division that run the function of public relations, like do marketing plan to support the working program by doing the market analysis with marketing method that has been exist and build good relation with customers and public also become a link between company and the external environment. One of the purposes of public relations is to maintain and boost the company's reputation and brand image. According to Wibisono (2007, page 78), that things could be one of the motive to held Corporate Social Responsibility (CSR)'s program. Same like on the vision "have high social commitments" and mission "have role in cultural events and human resource development", Amigo Group usually have role in every culture and social activity. Shown from CSR form that have two focuses, they are Social CSR and Culture CSR, in every CSR have their own activity to build a good relation with public. It same with the theory from Ardianto (2009, page 119) about Relationship Management Theory that refer to management relation process between organization with internal and external public. Ledingham through Ardianto define that organization and public relation as a statement of the existence on inter-organizations and key public, which one of the action could have an impact on economic, social, culture or politic on people.

For some people, *Ketoprak* is an art that not familiar, because of the popularity that quite difficult to compete with the world progress. For Amigo Group, *Ketoprak* became an option to do CSR. The simple reason is because Mr. ES fond with this art. Beside he saw a big potential if Festival *Ketoprak Pelajar* will seriously developed. Mr. ES thought that it could be characteristic for Amigo Group, like their tagline that really confirmed Amigo Group wants to do something different with their public. Not only help, but could educate and give great impression.

During the writer observation at Klaten sub-district, especially Amigo Group's center office, Senior High School 1 Tulung and the event venue, Festival *Ketoprak Pelajar* that have been held eight times, give a good result, the success of Festival *Ketoprak Pelajar* known by the interview result from the participant who shared the feel of this event. Participants bring their school's reputation, so their school will know because they got achievement on Festival *Ketoprak Pelajar*, especially to the participant they could improve their skill on a performance like this. Other than that, year by year the interest from participants and audiences to follow Festival *Ketoprak Pelajar* increased, it means that Amigo Group consistent and committed with their CSR's activity. That's why the result were same as the motive that CSR did, like Wibisono said that (2007, page 78) about company deserve *social licence to operate*. Society around company is the main company community. When they got benefit from the existence of the company, then surely by itself they also feel the company. It is corresponding with the increase of reputation of the company resulting from one of the events that have been held where the amount of participants and audiences interest year by year.

Another thing that could be a benchmark of Amigo Group's reputation was through a series of achievements that Amigo Group accepted. On 2017-2018, there were five achievements awarded on CV Amigo Mangesti Utomo, such as : *Sales Marketeers of The Years Solo 2017* on Retail Field. (Mark Inc), The highest index win for the Soloraya Local Fashion Shop category. EBA (*Excellent Brand Award*), 1<sup>st</sup> Winner on *event Klaten Lurik Karnival 213* (PemKot Klaten), *Solo Marketing Champion 2018* (Mark Inc) and appreciation of participation Amigo Group on Kulfest 2017.

Beside every achievements above, Festival *Ketoprak Pelajar* also success made "fever" for Center of Java's society especially Klaten. Because of the big enthusiasm, there are a lot of parties would like to participate on this *Ketoprak* event. For the example, there were *Festival Ketoprak Anak* and *Festival Ketoprak Remaja* involving students from Elementary School and Junior High School who



interested to participate. Also *Ketoprak* more demand with another party that finally made their own show also supported by Amigo Group. That party such as: first from Klaten entrepreneur group named *Perkumpulan Darma Bakti* (PDB), second from Klaten District Government Officials such as: Bambang Giyanto (Head of BPBD), Jaka Wiyana (Head of Disparbudpora), Sunardi (Bupati expert staff), Isnaini (Head of RSPD) and the Governor from Center of Java, Mr. Ganjar Pranowo. Third, is from *Musyawarah Kerja Kepala Sekolah Sekolah Menengah Kejuruan* (MKKS SMK) at Klaten district. Fourth from employee around Klaten District Government media crew who have job at Klaten in order to celebrate *Hari Pers Nasional* (HPN) in 2018 from *Radio Siaran Pemerintah Daerah* (RSPD) Klaten 51<sup>st</sup> birthday.

On doing this research, researcher find some weakness, where it also could be barrier. Such limitations in reach the research sites that far enough at Klaten District Central of Java, meanwhile the writer live at Depok, West Java. So it take a long time, much energy and material on the data taking process.

## **Conclusion**

Based on data analysis and discussion that have been doing on the last chapters, so the writer could conclude this research that the implementation of public relations on Amigo Group contained on marketing division, where the implementation through CSR's program which also divided into two focus; Social CSR and Culture CSR. On the Social CSR there are blood donors, go green, social service, clean villages, and the main program is compensation on two Islamic Boarding Schools that Amigo Group have been help since long time ago. Also there is Culture CSR where one of the activities is Festival *Ketoprak Pelajar* planned by Amigo Group itself also the implementation from their mission to participate on culture events and human resource development.

In the midst of the rapid development of cultures that currently come to Indonesia, a lot of traditional art started to be forgotten, one of them is *Ketoprak*. It's rights that the existence of *ketoprak* now day become shrink because it can't compete with another entertainment. If it's still happen, day by day *ketoprak* could be just memories. Media that can provide a kind of entertainment that increasingly attracted the attention of public that television also makes people lose the value of traditional ethics.

It is strangely enough, because on the district and central government *ketoprak* still not get attention from them as one of the tourism elements. Also *ketoprak* could become entertainment because of their comedy. It is very interesting, especially when *ketoprak's* perform contain humor story that could bring laughter.

Festival *Ketoprak Pelajar* have a positive impact for public and Amigo Group itself. The impact are could bring the company's reputation so Amigo Group better known, and for the public impact Festival *Ketoprak Pelajar* become the precious education, and place to get achievements in culture.

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