

A Brainstorming Design: “Coffee Table Book as a Main Media and Other Supporting Medias for Promotion of Javanese Gamelan

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ARTICLE INFO

Article history:

DOI:

[10.30595/pssh.v12i.799](https://doi.org/10.30595/pssh.v12i.799)

Submitted:

May 31, 2023

Accepted:

August 24, 2023

Published:

October 05, 2023

Keywords:

Javanese Gamelan, Coffee table book design, Wirun Village, Sukoharjo

ABSTRACT

The awareness of most Indonesian society about the importance of Javanese gamelan culture began to fade, the tendency towards modern foreign musical instruments is increasing. Promotional strategies that are widely used in social media are still not on target due to the limitations of most rural communities in using social media. Therefore, we need an appropriate method or tool to promote the traditional Javanese Gamelan. This study used sample of several gamelan home industries in Wirun Village, Sukoharjo Regency. This study uses a descriptive qualitative research method, with literacy studies analysis and interviews following the anthropology of the target audience and comparisons of industry competitors in other regions. This study results a brainstorming design, the visual works that facilitates the sharing of information about Javanese gamelan in Wirun Village through a "coffee table book" as a main media and other supporting medias (such as logo, brosur, infographics, etc).

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1. INTRODUCTION

Gamelan is an art object as a sound producer which is a means for artists to express their creative ideas in producing a work of traditional / karawitan music. The work has an element of beauty that can be felt both by the creator artist, the performer, and enjoyed by the art connoisseur. Gamelan is not only known by artists, but gamelan has been very popular in the cultural order of Javanese society because it always exists in various socio-cultural contexts of Javanese society. With its charismatic appearance and presentation in every event, both in the context of spiritual culture and entertainment, it is very interesting to get support and attention from the community.

Some types of gamelan still exist and develop rapidly in the order of community life, which is closely related to the social, economic and spiritual life of Javanese society. These various types of gamelan are used as a means to support social and spiritual activities in society, as well as an economic fulcrum, moreover, gamelan is used as a source of livelihood for artists, as well as gamelan craftsmen as gamelan makers and sellers. The development of Gamelan in general was used as an opening event for festivals in the city of Solo, as an accompaniment to traditional Javanese weddings, Javanese traditional rituals, and musical instruments in puppet performances. Now the development of Gamelan is increasingly widespread and even widely marketed abroad, used as research object Institute of Music Arts or used privately for psychiatric therapy.

The production of gamelan craftsmen is very meaningful in the efforts of developing and preserving culture, as well as providing space for karawitan artists to work. Seeing the importance of the existence of

artisan artists, therefore this research was conducted based on the author's desire and interest in a process of making Javanese gamelan carried out in Wirun Village, Sukoharjo Regency.

Seeing this great potential, especially in making gamelan, the author wanted to emphasize the process of making gamelan. Gamelan is most closely found in the social life of the community because it reflects the cultural background of Javanese society, its function as an accompaniment to cultural ceremonies in Java. In addition to its very flexible, it is commonly used in various art events, both traditional and modern.

The awareness of most Javanese people about gamelan culture began to fade, even they tend to be more interested in getting to know abroad music. From the problems in the background above, I as a writer intended to promote gamelan culture through the Coffee Table Book.

The reason for promoting traditional Javanese Gamelan musical instruments was not enough just through social media, because many people in rural areas have not been able to access and use social media. The author wanted to facilitate the information on Javanese Gamelan in Wirun Village through a coffee table book because it is a printed media containing complete information and galleries so that it can be accepted by all circles of society.

Gamelan craft Industry in Wirun village, Sukoharjo regency

Geographical conditions of the gamelan craft industry. This gamelan industry is located in the southeast of the city of Solo. The access to the location of this gamelan industry is through the highway from west to east via land transportation from Semanggi, as well as east to west from Bekonang.

The naming of the gamelan craft industry. The naming of this village, because in the front gate of the village has been displayed the words "Gamelan Village Industrial Estate" complete with a large gamelan installed at the top of the gate.

The history of the gamelan craft industry. This village has been closely attached to Gamelan since the time of the ancestors. A long time ago, Wirun Village was famous as the village of Pengrawit (Gamelan players). Every traditional ceremony is always held by beating Gamelan. The art life of Javanese culture has been ingrained in the inhabitants of this village. Therefore, armed with the mastery of Javanese Gendhing knowledge, 50 years ago Wirun Village turned into a Gamelan Craftsman Village, one of the centers for making Gamelan in Java.

Formulation of the problems

To get the ideas of the problems it was formulated to the following question:

How to design an effective Coffee Table Book to promote Javanese gamelan in Wirun village including the process of making gamelan, various gamelan products, and the application of Javanese gamelan in Solo Raya?

Data Identification

The identification stage was carried out through the preparation stage to obtain data through interviews and observations. The next step was to get data through reference books, magazines, photographs, articles on the internet in the form of visual data and verbal data. Furthermore, after the data was collected, data identification was carried out in the form of grouping and sorting based on the same category.

THEORITICAL REVIEW AND FRAMEWORK OF THINKING

The concept of designing the coffee table book of the Javanese Gamelan Museum in Wirun Village was prepared based on the rules of writing in research allowing output in the form of visualized design recommendations. Therefore, the design form and strategy are summarized in the design framework in Figure 1.

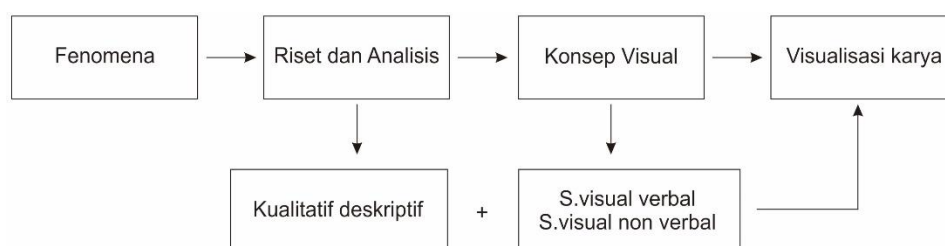


Figure 1. Framework of Thinking

The design of the coffee table book and promotion of Javanese Gamelan in Wirun Village began by collecting data by: (1) Conducting research to find data on the benefits of knowing and the impact of not knowing information about the history of gamelan in Wirun Village. (2) Conduct direct interviews with gamelan craftsmen in Wirun Village. (3) Search literature data from books related to coffee table books.

Documents were generally in the form of writing, pictures or monumental works of a person. The study of documents was a complement to the use of observation and interview methods in qualitative research. The documents obtained are photos of the author's documentation and data about the coffee table book. (6) Conduct online searches or internet studies using computers and certain search tools on servers connected to the internet. This method was done to collect data via the internet, namely on a site that has a license and data related to coffee table books.

Through the findings of these methods, a projection of the target market could be used as a foothold to determine the target audience. The target audience was expected to be invited to communicate through the designed coffee table book. After getting input from several sources and knowing the target audience, the author then conducted an analysis and developed a visual communication strategy by adjusting the data obtained. Data collection and processing are important materials and guidelines to determine the provisions that will be used in completing the creation of visual communication media.

Industry. The definition of industry in the narrow sense is a collection of companies that produce similar products where there are similarities in the raw materials used, processes, forms of final products, and final consumers (Sudarman, 1990; Hasibuan, 1993: 12).

Gamelan industry. Javanese gamelan is one of the cultural arts inherited by the predecessors and until now it is still much loved and pursued. Javanese society before the influence of Hinduism had known various skills, including wayang and gamelan (Harsono Kodrat, 1982).

Visual communication design. By definition, Visual Communication Design is a discipline that aims to study communication concepts and creative expressions through various media to convey messages and ideas visually by managing graphic elements in the form of shapes and images, letter arrangements, and color composition and layout (layout or face). Thus the idea can be accepted by the person or group to whom the message is targeted. (Adi Kusrianto, 2007: 2)

2. RESEARCH METHODS

Research methods are used as data sources to start the design process which includes:

Literature study

Is a data or information collection technique carried out by studying and recording data from various literature sources that are directly or indirectly related to the subject of design. Such as books, journals, and e-books related to theories about gamelan (Moleong, 2015: 4)

Observation

Observation is a data collection technique, where researchers make direct observations to the object of research to see closely the activities carried out (Riduwan, 2004: 104). In the process of designing the Coffee Table Book, the observation method used is non-participating observation, where the author acts as an observer of symptoms related to the object of design. The observation was made in the author's neighborhood in Triyagan Village, Mojolaban District, Sukoharjo Regency. In addition, the author also made observations on gamelan at the Solo Art Institute and various festivals in Solo City.

Interviews

The data collection method is carried out to find data by asking questions directly to sources called informants. In this method, questions and answers were carried out directly with gamelan craftsmen in Wirun Village to find information about public interest in gamelan.

Target Audience :

- a. Geographical Segmentation : Surakarta City and its surroundings
- b. Demographic Segmentation :
 - 1) Age : people aged 25 – 50 years
 - 2) Gender : Male and female
 - 3) Social status : Senior High School / Vocational High School and College.
- c. Psychographic Segmentation : People of productive age as a means of education from high school to college who want to learn about the history of Javanese gamelan.

Data analysis

Data analysis and elaboration are carried out through data that has been identified, further analyzed. The data analysis used includes the A-A Procedure approach or From Attention to Action Procedure (Sanyoto, 2006: 12-13).

A-A Procedure is a process of phasing persuasive communication that starts from an effort to generate attention (Attention) then trying to move someone or many people to carry out activities (Action) as expected. A-A Procedure is then translated into AIDA, namely Attention, Interest, Desire, and Action. The development of the classic formula plus Confidence between Desire and Action became AIDCA.

Data analysis can also be done through SWOT analysis, namely Strength, Weakness, Opportunity, and Threat. And the most common is with 5W1H analysis (What, Who, Where, When, Why, and How) or added to 5W2H with another IH, namely How Much. Synthesis. The synthesis stage is carried out through the stages of media planning and creative planning.

Media planning

The Media purpose. The purpose of media is formed from three aspects, namely reach, frequency and continuity. Before determining the media strategy, it is necessary to consider the target / segmentation (target audience / target audience): Demographic reach, such as gender, age, social and economic status (all layers both lower middle and upper middle), educational status; psychographic range (liking or habit); and geographic reach (region/location, local, national, urban, rural, etc.).

Media strategy. Media strategy as an answer to media objectives that have been set, includes selecting media and media priorities and determining the main media and supporting media. Media selection is adjusted to the character of the audience.

Budget media. The media budget includes the media budget (placement), space rent, program sponsorship, as well as taxes, licensing fees, and so on.

3. RESULT

Problem analysis

Javanese gamelan craftsmen website series by Jualgamelan.com

This website displays Javanese gamelan products and also some product reviews through photo and video media displayed on a website. The following is data from the description of Jualgamelan.com website:

- Author : Team Jualgamelan.com
- Published Year : 2016
- Address : Desa Bangun jiwo , Bantul, Yogyakarta.
- Contact : Tel/WA 0813 1774 7424
- Email : industrigamelanjawa@gmail.com

According to the author's analysis for this website of the contents is not complete. In terms of company profile, there was no review of the history of the beginning of the establishment of the gamelan industry, judging from photo and video galleries, there was no complete description in detail of the various gamelan and their functions but only contains documentation of events. The shooting techniques and videos are still careless so that it is likely to reduce the interest of buyers of gamelan products from local and foreign countries.



Figure 2: Company Profile of Jualgamelan.com
Source: <http://jualgamelan.com/company-profile/>



Figure 3 : Photo contents of Jualgamelan.com
Source : <http://jualgamelan.com/galery-foto/>

Javanese gamelan craftsmen website series by Mitra Jaya

This website displays Javanese gamelan products and also some product reviews through photo media displayed on a website. The following is data from the description of gamelan partner websites:

- a. Author : Wahyu Dwiyono
- b. Published Year : 2015
- c. Address : Karangjero village, Magetan, East java
- d. Contact : Phone number 081359140519

According to the author's analysis for this website of its contents is still incomplete. Because the website content is only one page from the company profile, product gallery, and contacts are all combined into one, so it seem less neat. In terms of viewing from the photo gallery and there is no complete detail of the various gamelan and its functions but only contains documentation, the shooting technique was still careless, the touch of digital imaging is only given an additional watermark and actually interferes with the details of the product photo itself so that it was likely to reduce the interest of buyers from local and foreign countries about gamelan products.



Figure 4: Honepage of mitra jaya gemelan



Figure 5 : Konten foto produk mitra gamelan
Source : <http://gamelanmagetan.blogspot.co.id/>

SWOT Analysis

Table 1. SWOT Analysis

	Industri Gamelan Desa Wirun	Jual gamelan.com	Mitrajaya.com
Strength	<p>If it is packed with something new, and complete from a clear Company profile, photos of products that sell and more varied contacts then this website will be more attractive than others.</p> <p>In addition, the supporting media of the website is also the initial material for the process of making the main media coffee table book.</p>	<p>The content contained in this website has met the requirements for website creation starting from the Company profile, product gallery, alamat, contact, and attachment list of available bank accounts along with various kinds of shipping expeditions.</p>	<p>The content of the product gallery website is quite complete.</p>
Weakness	<p>The industry concerned does not introduce their own products because they think the local media and the surrounding community who come will promote their products by themselves.</p>	<p>There are no detailed gamelan items and their functions let alone the price range, although the requirements for creating a website on a complete site but company profile are not clear, the content of product photos is only a little more event documentation.</p>	<p>The requirements for creating a website from the Company profile, product gallery, address, and contact are all made into one page so that it seems less neat, especially product photos are watermarked that fill all photo frames so it seems very disturbing.</p>
Opportunity	<p>Industrial location on the side of the highway so that easy transportation access makes it easy for people to visit it and the opportunity to market it.</p>	<p>The location is easy to reach and the ease of people to order goods through various kinds of bank accounts and delivery services.</p>	<p>Complete gamelan product photos make it easy for people to choose the product of the goods to buy. There are not many gamelan industries in Yogyakarta and Central Java.</p>

Threat	Low public interest in reading books related to history let alone to preserve them.	The use of online media that is easily accessible makes website and book content likely to be misused content.	Online media content that seems sober reduces the seriousness of people to learn let alone buy a product.
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Through the SWOT analysis carried out above, data can be obtained in the form of opportunities or potentials that can be used in designing coffee table books for the Javanese Gamelan Handicraft Industry. So we know how to make this book so that it can help introduce the Javanese Gamelan Handicraft Industry in Wirun Village to the whole world.

DISCUSSION

Definition of book

Etymologically, coffee table book consists of three words in English, namely "coffee", "table", and "book". In the Indonesian English dictionary written by John M. Echols and Hasan Shadily, coffee means coffee, table means table / list / table / scheme, and book means book / book. These three words form a compound word that cannot be interpreted separately, namely "coffee table book".

Things that must be considered in making a book. In making a book, the design of the cover and content is very important. Knowledge of design, especially layouts, grid systems, and printing processes is very necessary. The layout consists of mondrian layout, axial layout, picture window layout, big type layout, silhouette layout, frame layout, circus layout, rebus layout, and story board layout. The next thing that must be done is whether the application of the composition of the layout elements is in accordance with the principles of layout (Lia Anggraini S. and Kirana Nathalia: 75). The principles of the layout are: sequence, emphasis, balanced, and unity.

Design Methods. Brainstorming is often one method to solve a problem to identify problems, analyze, and then find solutions together.

Brainstorming. The Interaction Design Foundation calls brainstorming a method used to generate ideas to solve problems with clear patterns. In a controlled and free environment, the approach is done by asking the question 'how can we' generating a variety of interesting ideas that are connected to get the best solution when a group of people come together to generalize new ideas around a specific area of interest also means a technique of finding a solution to a specific problem through spontaneous idea generation.

What is the purpose of brainstorming? The purpose of brainstorming is to generate new ideas without criticizing any thoughts. Brainstorming aims to solve problems creatively or innovatively.

How to do and brainstorm techniques effectively. Brainstorming is considered effective for sparking new ideas in a creative way. Even so, techniques are needed so that brainstorming can run effectively. Citing the Interaction Design Foundation, here are 8 ways to make brainstorming run effectively:

Put a time limit. Depending on the complexity or complexity of the problem, 15-60 minutes is normal.

Start with the target of the problem. Brainstorming should approach a question, plan or goal, and stay focused on the problem topic.

Refrain from judgment or criticism. During the brainstorming process, no one should think or show negative gestures about the ideas raised.

Encourage the emergence of weird and crazy ideas. Avoid phrasing out 'too expensive' or anything like that, keep the opportunity open so everyone feels free to pitch ideas (as long as it's on topic).

Aim for quantity. Remember the saying says 'quantity begets quality'. The screening and sorting process can be done later.

Build other people's ideas. It is an association process in which developing ideas with each other and achieving new insights. This allows sparking new ideas from each member. Say 'and' instead of discouraging with the word 'but' to get an idea closer to the topic.

Build visuals. Diagrams and post it help to bring ideas in and help others to see it in a different way.

Allow conversations at a time. To arrive at concrete results, it's important to allow conversation and show respect for the ideas that come up in the forum.

An example of a brainstorming method. After understanding the understanding and brainstorming techniques, here are examples of brainstorming methods that you can do. Here's an example of a brainstorming method:

Mind mapping. Mind mapping is a brainstorming method that uses images of all kinds of graphic elements to express ideas. Mind mapping can be done with to-do lists, thoughts, scribbles, notes, blueprints, key points, information and anything else that helps bring clarity to a goal.

Brainwriting. Brainwriting is the process of having each group member write down their ideas and feedback, then having them submit those ideas anonymously. This process is different from group discussions

conducted in brainstorming sessions in general. This personal opinion writing is an attempt to isolate ideas that arise from listening to other people's opinions and direct communication. This technique is designed to counteract the impact of contradictions, partiality, negation or criticism of an idea. This method is more about establishing a flat approach to the idea. Therefore, the anonymity of contributors (ideas) is not the main concern of brainwriting, but rather the inclusion of various ideas and input from many parties on a topic.

SWOT analysis. This method works with Strengths, Weakness, Opportunity, and Threat analysis. By following this simple process and receiving input from each forum member, one can address weaknesses and threats and optimize their strengths and opportunities.

Role storming. Role storming is a practical approach to considering what others in similar positions would do. This method is recommended to be followed by participants who are trusted and have accurate assessments.

Step ladder brainstorming. This method is a modern concept for training communicative or expressive abilities. Step Ladder Brainstorming makes it possible to identify problems or give challenges when finding a problem in designing.

Design charrette. Charrette is a target-oriented technique that must be completed within a certain time. This type of brainstorming is usually oriented towards targets that must be completed within the allotted time. This type of brainstorming is usually done for creative endeavors.

Client brief. Client Brief contains company data, products to be advertised, company competitors, etc. Method is a work system to facilitate the implementation of an activity to achieve a specified goal. The methods used in DKV design are generally carried out through the stages of Identification, Analysis, Synthesis, and Evaluation. In designing a coffee table book about the Javanese gamelan industry in Wirun Village, the author will first conduct research on Javanese gamelan, both from history, geographical location, and types of gamelan in Wirun Village, with direct surveys to the field and assisted by data from craftsmen. After that, proceed with the creation of concepts and selection of materials which will later be compiled into a coffee table book. After that, proceed with collecting material in the form of photos and videos. This process is a fairly long process, because the number of photo and video objects taken is quite a lot. Then the author will sort out the photos and videos that will be displayed in the book, make a book design as well as promotional media. In addition to the process of making books, the process of making supporting media is very important in designing this coffee table book. Because without good supporting media, the purpose of making this coffee table book will not be achieved perfectly. For this reason, it is necessary to design supporting media that can influence and invite the public to know about the Javanese gamelan handicraft industry in Wirun Village.

Creative Concepts

Creative Concept of Main Work. Coffee table book is a type of book that contains most of the photos, so the author feels it is suitable for use in this case. This certainly makes the gamelan craft industry will be known by many people, including foreign countries. Then like the initial function of the coffee table book, that this book will be a book that is deliberately presented on the guest table and usually contains pictures or photos with the function of being a source of inspiration for conversation, entertainment or reducing boredom, the author makes this book later in light and relaxed language with photos that can make us feel directly in the gamelan craft industry and feel the history contained therein. Back again to the initial function of coffee table book as an imaging medium for the gamelan industry.

Creative Concept of Supporting Works. The creative concept in this case is used to determine what supporting media is right to introduce the coffee table book and also the Gamelan Handicraft Industry in Wirun Village according to the results of data analysis that has been obtained previously. Then in determining the supporting media for the gamelan industry coffee table book.

Positioning Strategy. The positioning of this coffee table book is as the first book that reviews the history of the development of Javanese gamelan crafts. This is not widely known by the wider community and even many Indonesians themselves do not know the specialty of Javanese gamelan crafts. That way, in addition to an attractive visual appearance, this coffee table book can also provide knowledge about the Gamelan Handicraft Industry in Wirun Village from a historical perspective to its readers.

Unique Selling Proposition (USP). The uniqueness of this coffee table book is one of the very few coffee table books in Indonesia that discusses a history of the Javanese Gamelan Handicraft Industry. By focusing on the process of making to its use, this book will spoil the reader's eyes by presenting artistic photography skills so as to attract the interest of the wider community and even foreign countries to be interested in visiting, learning, maybe even buying a set of gamelan in the future.



Figure 6 : Keynote page content of Kinfolk Magazine
Source : Pinterest

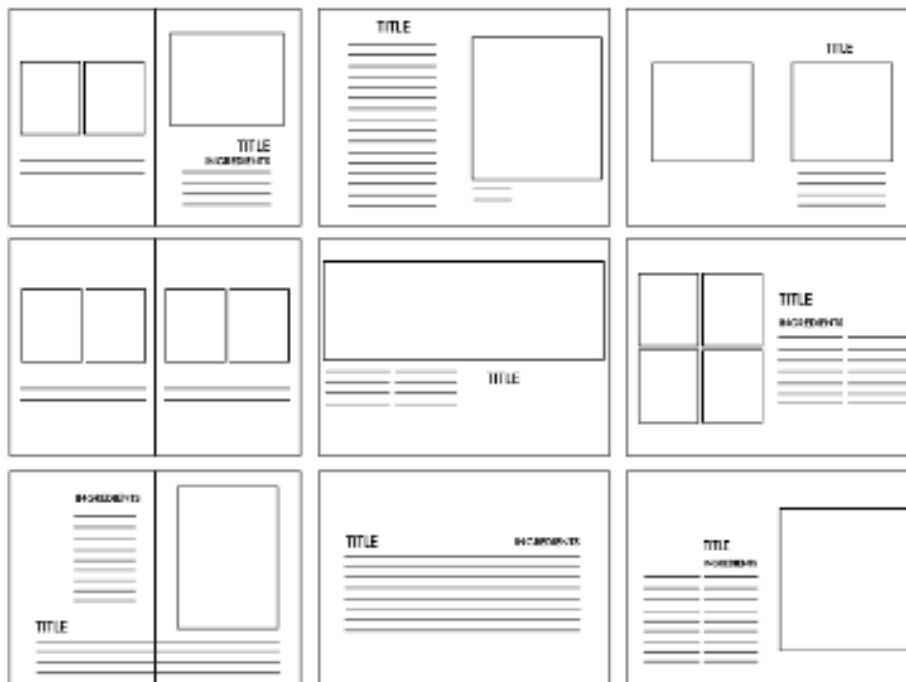


Figure 7 : Grids and Layout
Sumber : Grids and Layout Kinfolk Magazine



Figure 8 : Grids and Layout
 Sumber : Grids and Layout Kinfolk Magazine

1) Typography

Typography is the science of selecting, arranging types, and determining font sizes for the purposes of delivering messages in a design visualization. For coffee table book Gamelan craft industry in Wirun village uses sans serif typeface. Fonts seem classic, but elegant, firm, have a good legibility level for all circles, such as the following fonts:

a)Exo

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

b) Raleway

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

c)Adobe Caslon Pro

This font is used for manuscripts and supporting media.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

2) Color

The colors used in this design are colors that reflect the identity of Gamelan



C:0 M:40 Y:80 K:0



C:0 M:100 Y:100 K:0



C:0 M:0 Y:0 K:50



C:100 M:100 Y:100 K:100

Media Selection and Media Placement

The types of media used in the design of the Gamelan Handicraft Industry coffee table book in Wirun Village are:

Main media

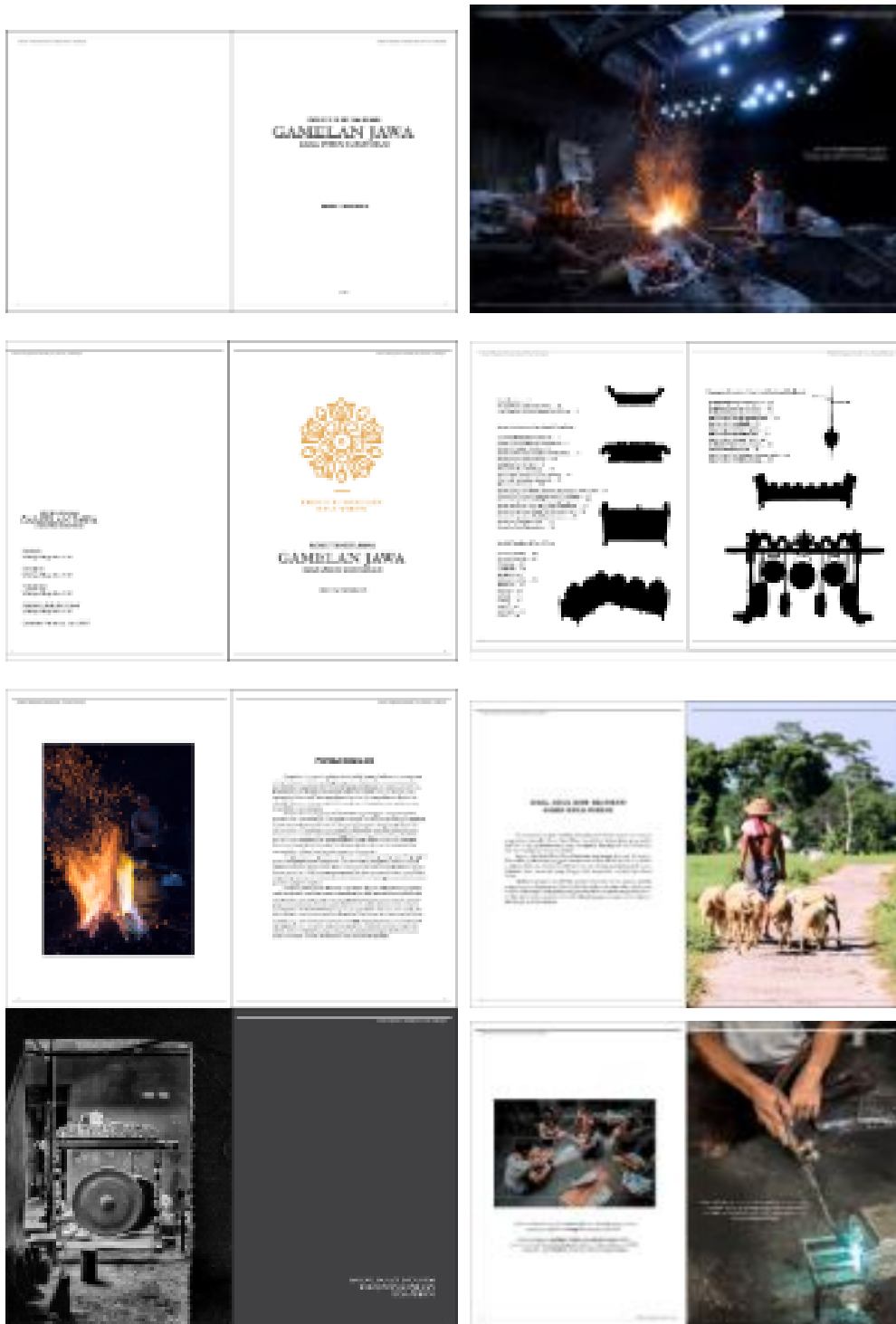
Coffee table book is the main media in this design. Coffee table book is a busar book with a hard cover volume and is usually placed on a small table, guest table or waiting room and read accompanied by coffee, tea, snacks. Large print and on good quality paper. Its main function is to inspire conversation, entertainment and reduce boredom. It consists mostly of illustrative photos.

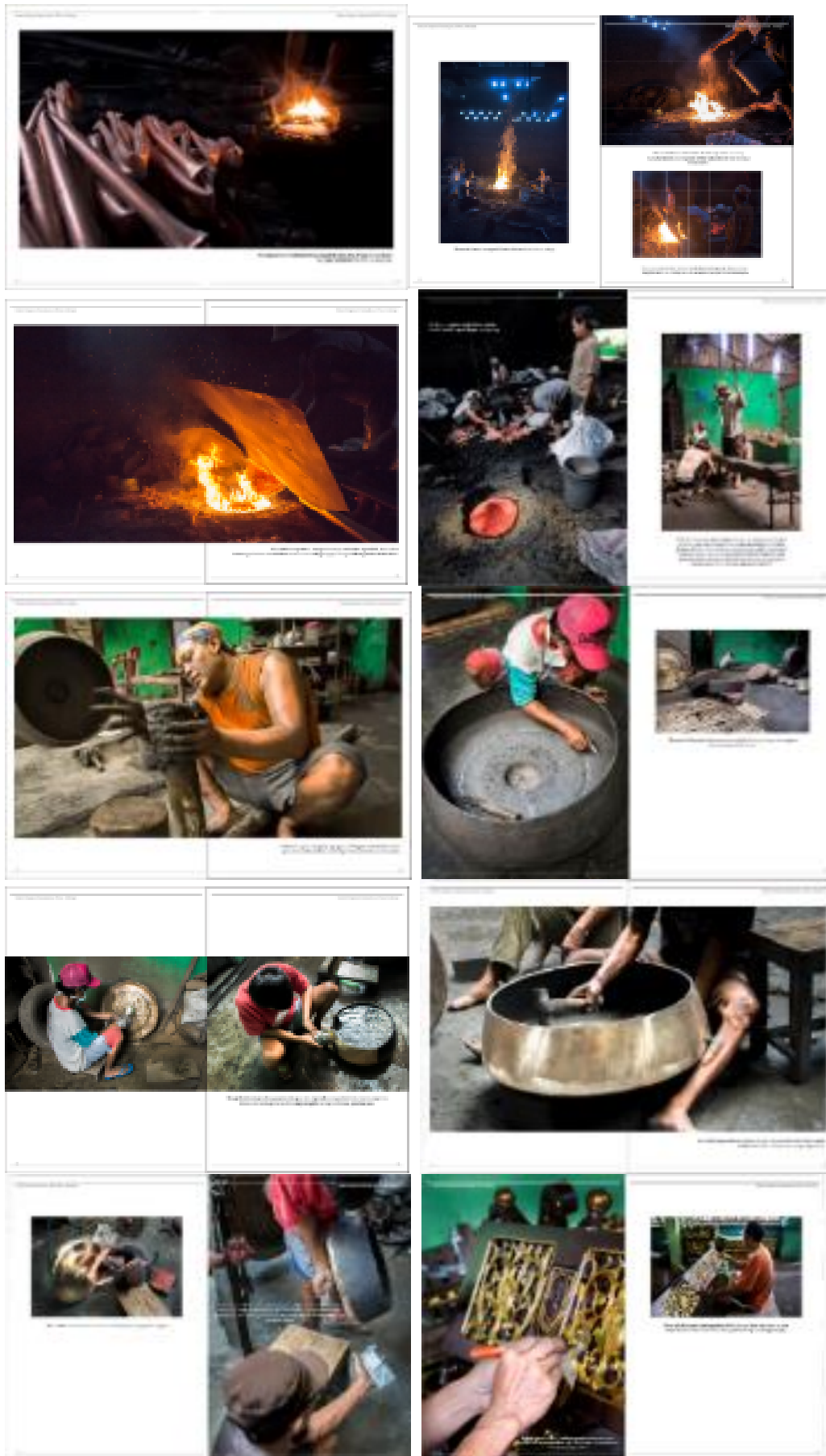
Supporting media

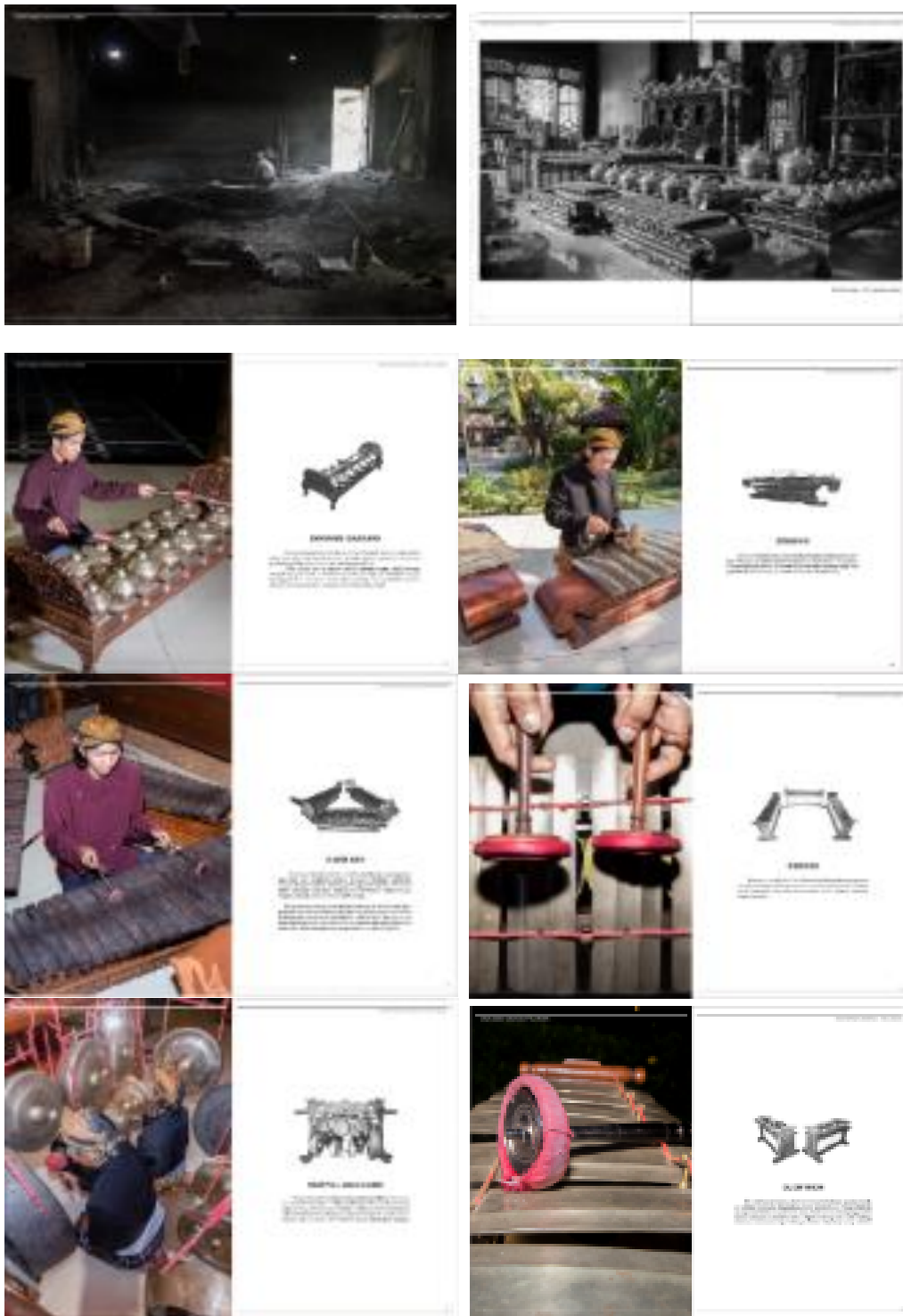
Supporting media used include posters, brochures, bookmarks, and postcards.

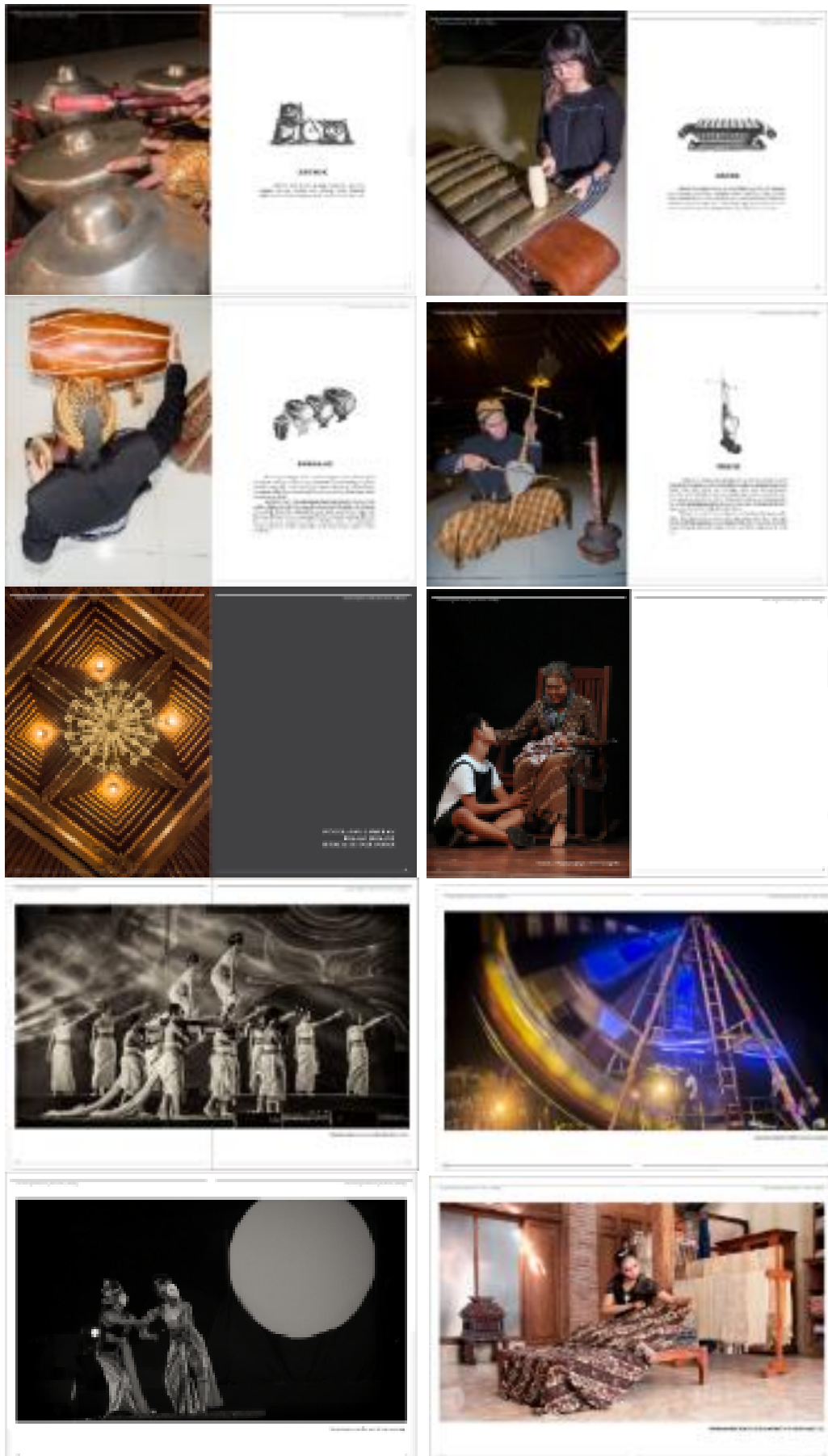
Appendix of Works

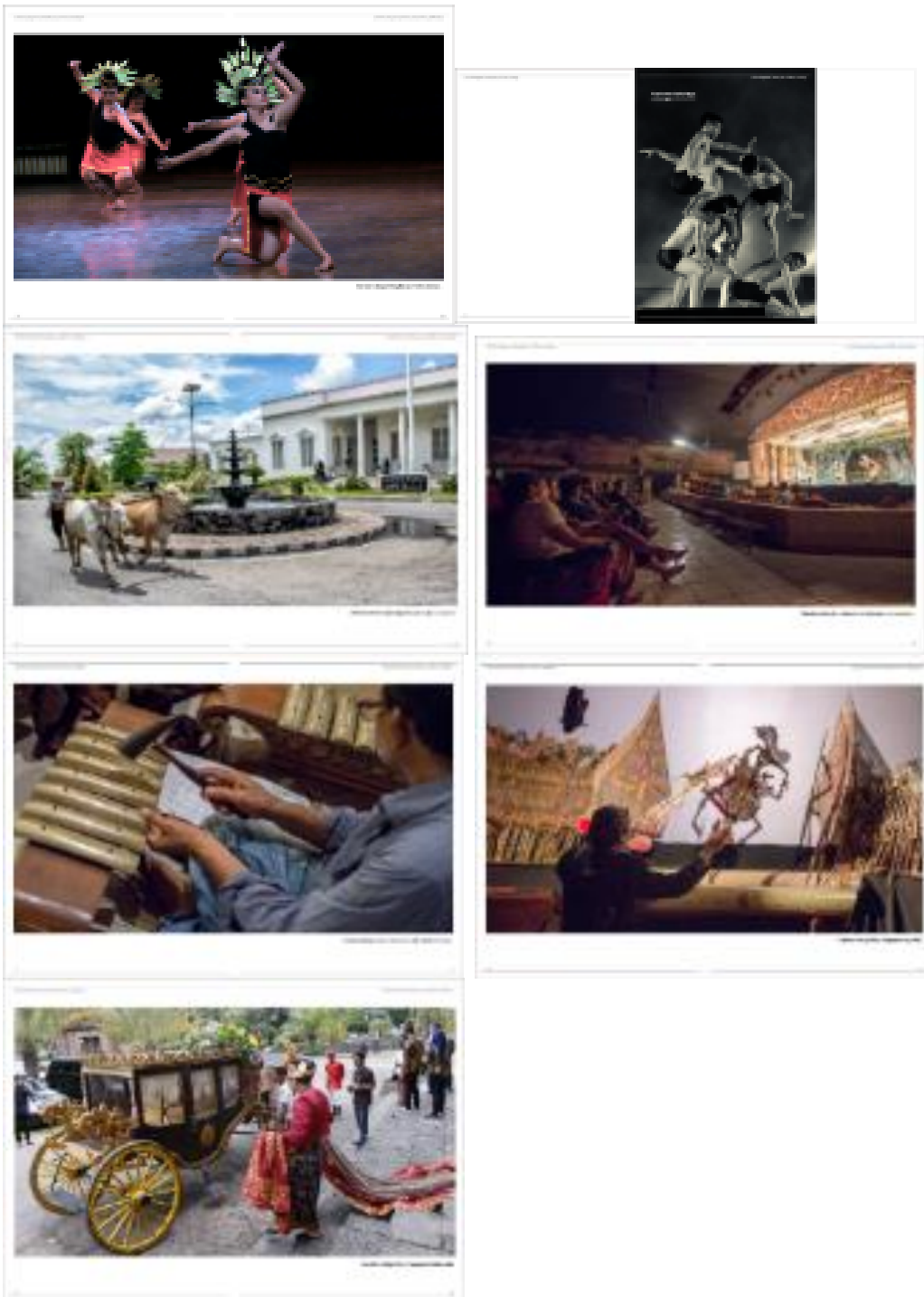
Main Media Coffee table Book











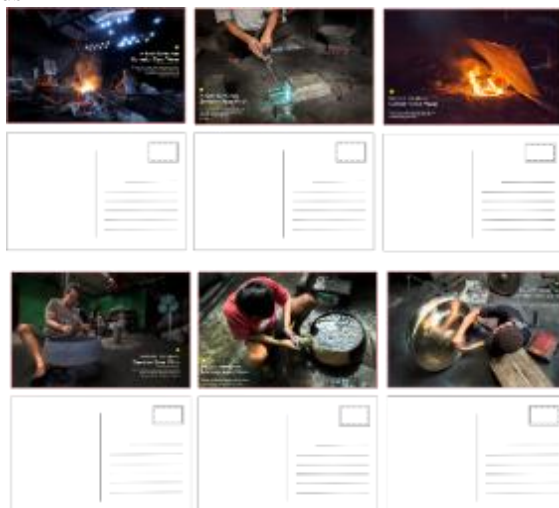
Supporting Media
Logo



Brochure



Post cards



Bookmarks



Caps



Stamps

**Cost Prediction**

Cost planning must be calculated in advance so as not to swell or exceed the specified budget. If the budget required exceeds the budget then we must prioritize the media that feels most active.

Book Production Costs

Cover Size : 23.5 x 29.5 cm

Size Contents: 23 x 28 cm

Cover Page + Contents: 50 sheets

Cover Paper + Contents: Matt Paper and Art Paper 120 gr

Cover Print + Contents: Full Colour

Book Type: 1 (one) kind

Technique : Digital Printing

Tabel 2. Book Cost Calculation

No	Media	Jumlah	Biaya
1	Design cost per book	IDR 250.000,-	Rp 250.000,-
2	Book cover (Matt Paper)	2 sheets of Matt Paper, @ IDR 5.000,-	Rp 10.000,-
3	Book content (Art Paper)	50 sheets of Art Paper 120 gr, @ IDR 1700,-	Rp 85.000,-

4	Peaper cutting, folding, cutting and Binding	IDR 20.000,-	Rp 20.000,-
Total design cost + Printing +Finishing		1 book	IDR 365.000,-
Total Book Print		20 Books, @ IDR 365.000,-	IDR 7.300.000,-

source: Cendana Press

Tabel 3. Supporting Media Cost Calculation

No	Media	Jumlah	Biaya
1	Website design cost	IDR 1.500.000,-	IDR 1.500.000,-
2	Post cards	50 lembar a3+ art carton 260 gr, @ IDR5.000,-	IDR 250.000,-
3	bookmarks	10 sheets of A3+ art carton 260 gr, @IDR 5.000,-	IDR 50.000,-
4	Poster	1 rim	IDR 1.200.000,-
5	Brochure	1 rim	IDR 1.100.000,-
Jumlah			IDR 4.100.000,-

source: Cendana Press

Total cost fort book printing + supporting media = **IDR 11.000.000,-**

4. CONCLUSIONS

Conclusion

The Javanese gamelan promotion media strategy is one of the strategies in increasing culture-themed tourism to increase the attractiveness of domestic and foreign tourists to come to Wirun Sukoharjo Village. So that it also has a positive impact on cultural preservation.

Recommendations

The need to develop government programs in promoting Javanese gamelan in order to increase the number of tourists so that it can subsequently be used as consideration in preparing the process of planning, managing, implementing and evaluating the preservation of Javanese gamelan in Wirun Village.

The need for sustainable development of facilities regarding the potential of Javanese gamelan in Wirun Village as a strategy for promoting tourism sales in Sukoharjo City through the cooperation of the government, research institutions and art institutions in Indonesia.

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