
HALO PEJATI AS ONE OF THE CREATIVE ECONOMY BUSINESSES BASED ON DAILY CULTURE

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ABSTRACT

Along the day, people have to work every day to daily needs in their lives. It makes people must be good at dividing time between career and homework. Many people feel that they are short on time, so they choose to buy or look for items that are needed at the merchants. For example, food, vegetables, and ceremonies facilities such as canang, banten, penjor and anythings. One of the facilities for instant ceremonies is "Halo Pejati". "Halo Pejati" is able to deliver orders from the people to their homes. Of course, that's greatly facilities needs of society. Ceremonies facilities are considered very important for the lives of Hindus people so that they will never miss it. "Halo Pejati" utilizes the phenomenon that is happening now as a business and economic development. "Halo Pejati" even has an application that makes it easy for people to order online. Of course it goes into the realm of the creative economy. This research aims to examine how "Halo Pejati" can develop its business in the digital age, as well as examine the platforms used as business media. It is hoped that this research can be an example of how people can follow the development of business digitally, by looking at the closest social culture.

Keywords: culture, creative economy, Halo Pejati

PRELIMINARY

As a Balinese people who are very closely related to religion and culture certainly have obligations in this regard. But along with the development of the times, many people have worked to find income for daily life. Sometimes this makes it difficult for people to fulfill obligations in the religious and cultural fields. Many people choose to buy ceremonial equipment, so they can still work and do not neglect their religious and cultural obligations. When we look specifically at Bali, there are many traders of ceremonial materials on the roadside. Of course this will greatly facilitate the community, especially Balinese women because they only need to buy ceremonial equipment that is ready to use. They no longer need to be confused about how to divide their time between work and making ceremonial equipment.

One of the businesses that has been recently talked about is selling ceremonial equipment online. When we look around, most ceremonial equipment is sold offline by the roadside. But not with "Halo Pejati" which promotes its business through online. "Halo Pejati" does have an online promotion purpose because it sees the difficulty of the community dividing their time to work and fulfilling religious obligations, so they make an online concept where people just click and chat then an order can be made.

"Initially we thought that the development of the increasingly digital era, we saw opportunities from traders in the market who displayed their merchandise at 1 table or stall for ceremonial equipment such as "offer" and many of them did not promote their products on social media. so they only rely on direct buyers or their existing customers. Now "hello pejati" builds an online market by promoting daily "offer" provided through the website". So said the manager of "Halo Pejati", Gus Arya.

The best service of "Halo Pejati" is having a delivery service. Indeed, for the first time offerings are sold online, of course, raises many questions from the public. But "Halo Pejati" still responds positively and from that "Halo Pejati" starts to embrace

several agents that can be invited to cooperate with one of the conditions namely all forms of "*jejaitan*" must use "*busung*", may not use "*ibung*" and conditions "*banten*" must be in a fresh state.

THEORY

Advertising

Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Advertising is a promotional activity which aims to sell a product or service to a target audience. It is one of the oldest forms of marketing which attempts to influence the actions of its target audience to either buy, sell, or do something specific. Using a highly tailored message the advertisement can be niche (targets a small audience) or general (targets a large audience). Advertising is any paid form of non-personal presentation and promotion of goods, services, or ideas by an identified sponsor (Kotler, 2005:277).

There are four universal functions of advertising that performs any advertising campaign 1) The economic functions. 2) The social functions. 3) The marketing functions. 4) Communication functions.

1. The Economic Function

Advertising at its core is primarily economic phenomenon, which has a significant impact on the market players and economic agents, affecting both producers and consumers. The functions of advertising as an economic instrument is to promote the market relations of supply and demand, which is produced by providing a consumer audience information models made on the market offers. Advertising activity promotes regulation of supply and demand, thereby helping to achieve harmony of buyers and sellers in the market. Listed below are some of the most important aspects of the economic impact of advertising on market participants.

2. The Social Function

The functions of advertising as a social practice is the formation and consolidation in the minds of certain consumer models, values and norms of the society. Despite the fact that the scope of advertising is recognized sufficiently narrow, it has a definite effect on the nature of social relations. Advertising has become so obvious phenomenon in the public life, which in fact transformed into a special social institution and received a single integrated management within the framework of civil law. Advertising information addressed to consumers, besides the advertising of certain products and services affects the mass public consciousness and public relations in general. Listed below are some of the most important aspects of the social impact of advertising on society.

3. The Marketing Function

Functions of advertising as a marketing tool is creating demand for goods and services and stimulate their sales. Promotional activities in the system of market operations is regarded as a complex of means of non-price sales promotion of products and create demand for it. Marketing is usually determined as the activities aimed at achieving harmony of buyers and sellers in the market, which is set by the exchange of mutually beneficial relations. Marketing activity is composed of a set of strategic planning and market operations that pursue the ultimate goal of complete customer satisfaction in the products or services. Marketing occurs when people to meet their needs using the exchange – the act of obtaining from anyone desired object c offer anything in return. Exchange – the basic concept of marketing. The basic unit of measurement in the marketing system is a transaction which is a commercial exchange of value between the two by the parties to – the manufacturer of the goods or services and their consumers. The audience of

consumers, which the manufacturer of the goods or services directs its marketing efforts, a targeted market. The main structure of marketing elements include product, price, sales agents, as well as promotion, that is, means of communication with consumers.

4. Communication Fuction

The functions of advertising as a communication tool is to inform consumers about goods and services. Advertising is one of the specific forms of mass communication that is impersonal exchange of information. It performs the corresponding communication functions implemented by a well-established practice of creating and broadcasting of marketing information to target audiences – advertising messages. In this case, advertising is not only to inform about goods or services, but at the same time transforms the information in a certain way, which becomes associated in the minds of consumers with factual information about the qualities of the advertised object. Thus, advertising provides consumers with information models advertised objects, and thereby connects advertisers and consumer audience in the market.

The essence of advertising communication is that a person or organization, which we call the advertiser, sends your message the audience, that is, consumers via the media. Advertiser commonly referred to as the sender, and its audience as the recipient of the message. The connection between the sender and the receiver by means of the communication process.

Consumer Behaviour

Consumer behavior is often influenced by different factors. Marketers should study consumer purchase patterns and figure out buyer trends. In most cases, brands influence consumer behavior only with the things they can control; like how IKEA seems to compel you to spend more than what you intended to every time you walk into the store. There are three categories of factors that influence consumer behavior:

1. Personal factors: an individual's interests and opinions that can be influenced by demographics (age, gender, culture, etc.).
2. Psychological factors: an individual's response to a marketing message will depend on their perceptions and attitudes.
3. Social factors: family, friends, education level, social media, income, they all influence consumers' behavior.

Halo Pejati

"Halo Pejati" is an online ceremonial equipment business in Bali. The order process is very simple; enter halopejati.com on the web, click on the "offer" that you want to buy, and then it will be directed to shopping basket, so that the customer will receive an order email confirmation, and so will the distribution department get an order email. Furthermore, the order will be received by the agent depending on the ordering area, for example Denpasar, Denpasar agents who will prepare, even if the Singaraja agent we confirm to prepare, then the order will be processed, delivery time is 10:00 to 20:00. (Free delivery service between Denpasar, Badung and City Singaraja) including temporarily the Sukawati sub-district for newly accessible areas. Bookings can be on the same day, morning messages are delivered in the afternoon or evening. If you offer or pay for a bigger one, for example, offer a quarterly or other order, you can order 3 days in advance."Halo Pejati" managed by Gus Arya. He also manages and accepts orders for offer types that are still not listed in the online sales media.



Figure 1. Manager of Halo Pejati
Source: interviewees

Previously "Halo Pejati" was available on Android and iOS applications. And for now our promotional media is active on the halo pejati and IG @halopejati fanspage, as well as on the halo pejati blog. The types of offerings that are most often ordered by consumers are "*Banten Otonan*", "*pejati*", "*prayascita*", "*biyakaon*", "*pengulapan*", more to offer daily.



Figure 2. Types of offers
Source: interviewees

With this effort, it really helps the community, their daily offer needs are easily obtained, messages via mobile phones and received in front of the house. The hope of the community is "Halo Pejati" to further develop services between all areas of Bali, even outside Bali.

RESEARCH METHODS

The method used in this data collection is descriptive qualitative, with interview methods, library methods and the internet. The interview method is done by sending questions to the business manager "Halo Pejati" related to his business and how to promote it. Literature method is used to get theoretical references related to problems so as to be able to make appropriate conclusions, which are assisted by sources through the internet. The interview process is done online through the whatsapp chat application. The resource person answered the

questions posed with photographs as evidence of data collection. The library method uses books related to advertising and marketing and visual communication design. The internet uses suitable sources to reinforce the contents of this paper.

DISCUSSION

Based on the previous presentation, "Halo Pejati" is a business selling ceremonial equipment in Bali, which greatly facilitates the lives of Balinese people who are required to fulfill religious and cultural activities. The facilities made by "Halo Pejati" are also not complicated and difficult because they are only ordered online, so buyers only need to wait at home. As for some online media used by "Halo Pejati" such as Facebook, Instagram, blogs and websites.

Until now online media are still the leading media that is considered effective by "Halo Pejati". Moreover, offline media are not provided by them, because they are focused on becoming an online-based business. It can be seen here that they not only use the media only to sell products, but also upload content that is still related to culture or religion so that followers do not get bored seeing content that only contains product photos.

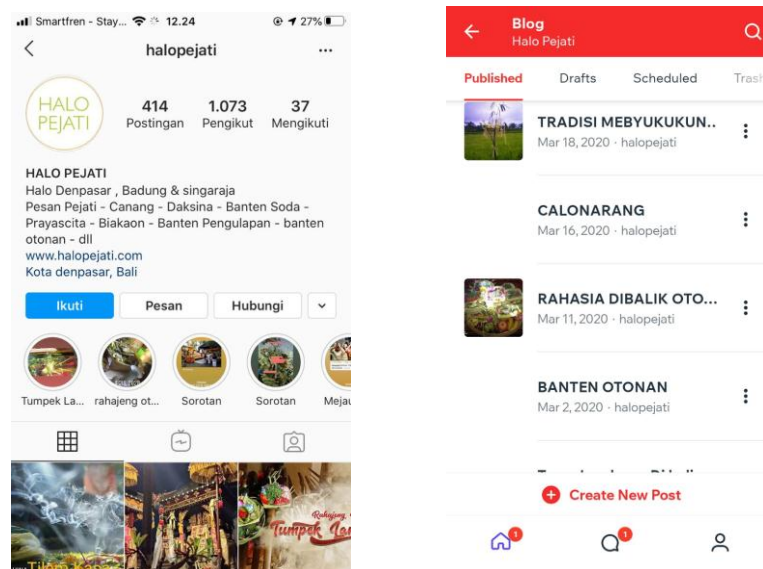


Figure 3. Instagram and blog of Halo Pejati
Source: personal documentation

So even on Facebook, "Halo Pejati" creates content with visual support. The information provided is also clear and to the point. Likewise with the type of font and color used in the content.



Figure 4. Facebook Content
Source: Interviewees

On the website "Halo Pejati" also uses an interface that is suitable for its users. Users can choose the desired product easily. The pictures used on the product are also suitable to illustrate each type of offer to be sold.

Prospective customers who are still unfamiliar with ceremonial equipment will find it easier to find out what the name of the product is purchased and what kind.

The prices of each product are also listed clearly on the website. So consumers need not be afraid of the price being sold because sometimes there are some differences in ingredients that ultimately relate to the selling price.

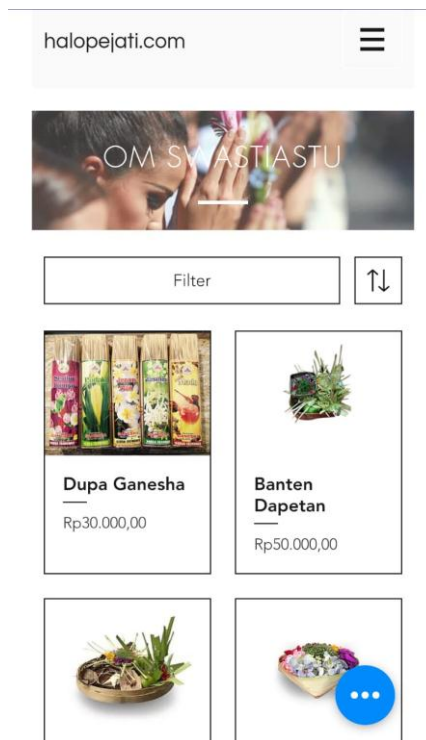


Figure 5. Website Halo Pejati
Source: Personal Documentation

CONCLUSIONS

The digital age is best utilized by us. Of course this has a good impact if the use is appropriate. Like social media, blogs and websites. People now prefer to simplify their lives, so that digital facilities are currently in great demand by some circles.

"Halo Pejati" is one of the businesses that has implemented the use of digital facilities well. The feedback obtained is very diverse but mostly is good feedback. The application of media content is also appropriate. Content is able to convey information and is communicative.

It is expected that with the large number of people who make use of this facility, too many will be able to follow and social media not only as entertainment, but also media to produce, branding, and increase sales.

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