

1. Creative strategy

### **TRADITIONAL DRAMA AND MUSICAL THEATER**

Theater arts include the entire role and acting scenes of human life dramas that are told on the stage.

From the research, I conducted on South Korea, I found several important points that must be highlighted from this country, namely, South Korea is a country with a high context culture, and South Korean people like something aesthetic, and South Korea also has an interest in Indonesian culture. In this event I will take an approach through cultural traditions from Indonesia and Korea which will be combined into a message in the context of introducing Muslim fashion from Indonesia. Because South Korea is not a country with a large Muslim population, my way of presenting Indonesian Muslim fashion is through Indonesian art and culture through theater art. I will combine Emotional psychological with Emotional Dramatic because Korea, according to Hofstede, is a country that has a collective culture with high power distance, high advertising expenditures and strict government control.

In this event I will do several collaborations with traditional South Korean painting artists who will implement the Korean historical story into a product collection that will be launched in South Korea, also some Korean traditional music instrument players and of course with Korean boyband.

#### **Korean traditional musical instruments performance with live painting**

This performance will be held with a story script reader accompanied by an artist who is painting on clothes presenting the story. This traditional and musical theater will be opened by presenting a wayang art originating from Indonesia which will be substituted with historical figures in South Korea.

After the clothes have been painted by the artist, the clothes will be used by the actors who will play a role with the aim of adding a Dramatic impression to the clothes so that the audience can understand that the goods and products have appealing to the people who use them.

This event will be closed with a Fashion Show, I will collaborate with male Kpop artists to get more attention from Koreans and foreigners.

I will bring approximately 200 participants from Indonesia including tenants who contribute to the event and also a quota of more than 300 from South Korea and 100 slots for foreigners. I am sure that the collaboration with Kpop can bring in quite a lot of masses because Kpop weaves are very global and have many fanatic fans.

For the venue, the materials I will use are materials that reflect the culture of South Korea, namely the collaboration between wood and granite, the most abundant building materials in South Korea.

## 2. Big Ideas

The idea of this concept is Adaptation to educate South Koreans about the various ways to dress in the world, one of which is Indonesia with the largest Muslim population and also the largest Muslim clothing in the world by generalizing how to dress and making hijab or head coverings as a way of dressing not as an identity to broaden perspectives Korean people about various forms of fashion in the world. Which will be conveyed through the Indonesian puppet show and combined with stories or cultural history in South Korea.

## 3. Advertising Appeal

This message will be conveyed through an emotional approach to the historical products that will be launched there. Apart from using an emotional approach, I will also collaborate with the Rational Lecture, which is to highlight the culture from Indonesia which is predominantly Muslim and the many cultures in Indonesia. The main focus is removing restrictions in the use of clothes. And conveyed it with a

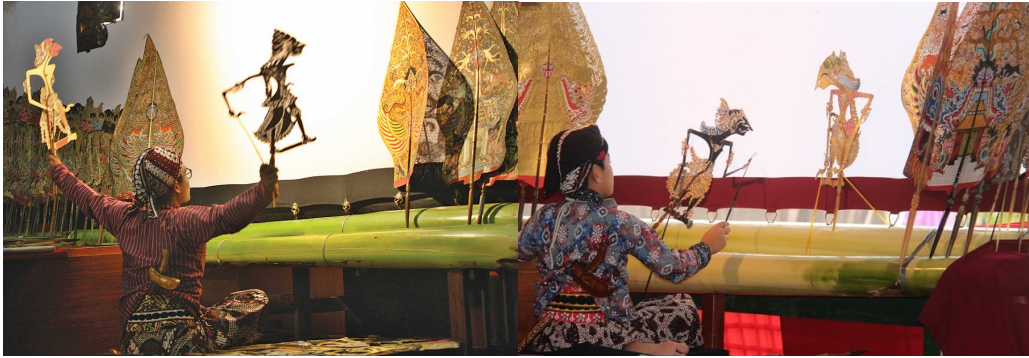
nationalist message between the two countries, Indonesia and South Korea. That's why conveying messages through culture in my opinion is quite interesting for South Korea.

#### 4. Platform (media)

In Korea, mobile advertising will soon take over the PC advertising market. Additionally, 16 percent of consumers use their smartphones for shopping. Mobile marketing can quickly replace a large proportion of email marketing, as young people increasingly use messaging apps. In Korea, the largest messaging app is KakaoTalk. The company that makes KakaoTalk is Kakao Corp. Kakao joins Daum, a search engine and portal and is partly owned by China's Tencent. KakaoTalk has 150 million users and is used by 93% of the Korean population. In addition, I will also use the International Website with several languages, especially Korean in order to display artwork to make it more legitimate besides that promotions are also carried out on social media such as Instagram, YouTube etc.

Not just text, it also displays images and videos. While this gives your brand a lot of legitimacy, there are a few requirements to qualify for a brand search. Therefore, I will use Video Advertising which contains the process of product development and packaging of traditional Korean stories which I will implement for a collection that will be launched in South Korea through an animated video from a collaboration with several painters from South Korea which will then be published in this video. broadcast on social media such as youtube and Instagram. The dubbing process will be carried out with several Korean artists using Korean language. In the animation, everyone will use a wardrobe which was the result of a collaboration with a Korean painter.

## 5. Creative Execution



Wayang Puppet Theater



Product Collaboration Results Appearance





Ambience of the venue





芭蕉仕女 80 x 40 厘米

Illustration for video promotions

<https://medium.com/@punchkorea/digital-marketing-in-korea-seo-ppc-and-social-media-2e368f7a57e>

<https://saintif.com/seni-teater-adalah/>

[http://overseas.mofa.go.kr/id-id/wpge/m\\_2738/contents.do](http://overseas.mofa.go.kr/id-id/wpge/m_2738/contents.do)

<https://punchkorea.com/best-marketing-strategies-korea/>

<https://www.dezeen.com/2017/01/28/sections-of-autonomy-six-korean-architects-fondazione-pastificio-cerere-rome-exhibition-choi-won-joon-luca-galofaro/>