

## **Branding of Osing Traditional School in Banyuwangi through the Instagram account @pesinauan.osing**

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**Abstract.** *This research aims to preserve the culture in Osing traditional schools through the @pesinauan.osing Instagram account so that the community can know and preserve the tradition of local cultural wisdom. The presence of Instagram has a considerable influence as a medium for disseminating information that is not yet known to the audience. In this study, the indicator of the strength of brand association is strong with Osing traditional schools through typical images of Osing, stories about the daily life of the Osing traditional school community. In addition, this account also succeeded in creating a favorability of brand association which is proven by inspiring narratives and the use of attractive visuals. The uniqueness of this account lies in the collaboration between Osing traditional schools and local artists. All of this is in line with Keller's branding image theory, which emphasizes the importance of building strong, positive, and unique brand associations. This research uses the basis of qualitative research methods based on the objects of study related to osing traditional schools. Researchers collect data and information by observing documents, observing behavior, and interviewing several informants. The results of this research can provide information to the audience through Instagram media and can increase the number of viewers on the @pesinauan.osing Instagram account through videos or photos that present the form of content selling ideas that carry the concept of preserving the tradition of local cultural wisdom of Osing Banyuwangi. Great benefits are brought up through Instagram media which can be evidenced by the increase in the number of viewers. The use of brand image that has been implemented can build a positive image in osing traditional schools starting from the use of logos, designs and colors. With this research, Instagram @pesinauan.osing can popularize and develop traditions that have been born since ancient times.*

**Keywords:** *Branding, Instagram, Culture, Osing Customs*

### **I. INTRODUCTION**

Banyuwangi Regency is a regency located at the eastern tip of the island of Java as well as the largest regency in East Java with an area of 5,782.50 km<sup>2</sup>, Banyuwangi has beauty with its amazing natural charm ranging from highlands in the form of mountainous areas to lowlands and a coastline that stretches along 175.8 km. Banyuwangi is an area with a culture that still preserves traditions and culture, including the Osing language which is still used by some of the Banyuwangi people who are inhabited by the Osing tribe. The development of osing traditions and traditional culture in Banyuwangi is very rapid in this modern era. So that we can observe the traditions and culture preserved by the heritage of our ancestors through media that provide information on the existence of cultural traditions that are in Banyuwangi to this day (Murti, 2018).

The source of wealth owned by Banyuwangi makes tourism potential very large. Not inferior to the existence of cultural diversity so that Banyuwangi has the potential to become an attraction for local and foreign tourists to know the natural beauty and, customs, and culture in Banyuwangi (Maylinda & Sudarmono, 2021). A tradition or custom that can be enjoyed by local and foreign tourists is the Sepuluh Ewu Coffee Festival, this tradition is carried out in the village of Kemiren

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Banyuwangi every year. The tradition of Ngopi Sepuluh Ewu is carried out simultaneously by Kemiren residents from the gate of Kemiren village to the end of the village to provide coffee and cups so that this festival is nicknamed Ngopi Sepuluh Ewu. Every house in Kemiren Village must provide coffee and typical Banyuwangi snacks to be served by guests or tourists who come to the festival free of charge or free without an entrance ticket to Kemiren Village.

The Osing tribe is a descendant of the king of Blambangan who was in the Banyuwangi area in the past. The Osing tribe is also known as Laros or Wong Osing. The osing people also speak the osing language, which comes from the ancient Javanese language and has a slight Balinese influence. The active osing language is only used in a few areas such as Giri, Glagah, and Lisin which are still purely using osing languages. The Osing community also has a strong cultural tradition and many traditional activities of the tribe are still carried out today. One of the traditions that the Osing community is still carrying out to this day is the tradition of mattress drying or drying the mattress. The Osing community has the belief that drying the mattress can drive away various bad things (Wijaya & Purwanto, 2017).

Social media has evolved as a very popular online platform, how social media users can interact, communicate, or exchange information (Anjel et al., 2022). Instagram is a social networking platform that can be used for informal communication. Business owners can communicate openly and honestly with customers who follow as well as those who don't. In addition to being widely used by the Instagram community, business owners can also take advantage of various features that can improve marketing campaigns, the most prominent of which is Instagram Ads. Instagram Ads is a reporting tool available on Instagram that allows users to follow multiple users. In fact, Instagram has a dedicated account that can be used for business purposes (Mubarokah et al., 2022).

With the existence of Instagram, all activities at osing traditional schools can be documented and published to the general public. Therefore, a variety of traditions and cultures from the Osing tribe can be enjoyed by the audience through the Instagram account @pesinauan.osing, in addition to enjoying the traditions and culture of the Osing indigenous tribe, we can also maintain how local wisdom is still applied and still maintained from the heritage of our ancestors to this day. Instagram is a visual medium that is commonly used by the public to share daily stories, capture short photos and videos and for users can also enjoy Instagram filters to take photos and videos on Instagram (Setyawan & Pratiwi, 2023). In the past, Instagram was just an application used to share photos or videos, but with the development of today's times, Instagram also adds more interesting and fun features for Instagram users to use. Now Instagram users can also enjoy various very fun features such as Instagram live, reels, IG TV. Instagram Live can also be used for application users to communicate with each other through live broadcasts and can be watched by the followers of the account users. The reels feature can also be used to share videos with a short duration while our IG TV can share the video with a fairly long duration of 30 minutes. The existence of features on Instagram has great potential for visual media as an effective promotional tool.

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This is an interesting argument to raise, where the traditional stakeholder institutions in Kemiren village are actively embracing modernization by using social media such as Instagram as a visual medium to showcase the potential of their community (Anggreani & Mualladin, 2020).

With the existence of Instagram social media, @pesinauan.osing can publish the traditions of Osing traditional culture or a series of activities at Osing traditional schools to inherit the traditions / culture in Banyuwangi. Osing Traditional School or Osing Traditional School is not only a place to learn local traditions and wisdom for the younger generation, but will also raise the values of Osing culture as an inseparable part of Banyuwangi's identity. The @pesinauan.osing Instagram account currently has 1,054 followers and has 256 posts of photos of activities at osing traditional schools or traditions in pesinauan, videos of osing traditional dances, traditions that are still being carried out today.

The strategy or approach that can be used is branding, namely to introduce, raise an identity that is owned until it can be accepted in the community or the public. Branding can also be interpreted as a tool to create an attractive image characteristic that can be easily known by the public. The purpose of branding is not only to create a brand in a business, but also in education so that the visual characteristics of the school can be described as "school branding" or simply mentioned. School branding is a strategy to develop the "image" of the school in the community (Puspaningtyas et al., 2022).

The process of branding a school cannot be seen as a way of how to manage a school but as a process to promote a positive image as an effort to increase the viewpoint of the community, in the process school branding cannot reshape a school like an ordinary school but as an effort to increase the attractiveness and competition of other schools (Yurisma, 2021).

Branding through Instagram media can make it easier for people to get to know the traditions, culture, and activities in osing traditional schools. It is very interesting to preserve existing traditions, customs, and culture through effective visual content. Especially for osing traditional schools to build their visual branding, so it is hoped that in addition to preserving traditions, customs, and culture through quality content, it can also provide a variety of information that is in the osing traditional school.

Brand Image is a memory where consumers remember a product in the thoughts of consumers who appear when they see a certain brand (Wainira et al., 2021). In building a brand image in osing traditional schools, it is not only by promoting but also instilling a brand or name of osing traditional schools to the community, consumers, and tourists to create a brand image or brand image. The importance of a brand image for a company is where to do a way so that a company has a good or positive image in society (Alifah, 2022).

According to (Henita, 2020) Reciprocity is described as having one very effective way to establish a connection between direct messages and the comment system. The presence of this mutual connection makes convincing communication easier to do because it already has a good relationship

with its followers .

According to Keller, brand image is a consumer reaction to a brand, namely the positive and negative aspects of the brand that consumers remember. Brand image can be said to be the confidence that customers have in the brand, service and product they use. Brand image can create a positive consumer perception and trust in a product or service and increase brand loyalty. Image is a process of building trust among many customers and shaping wider public opinion (Saifuddin, 2022) .

Brand Image From the available data, it can be concluded that a brand image is a product or service that consists of visual elements (logo, design, or color) and also verbal elements (name or slogan) that can be used to distinguish a product or service from similar products or services. Not only as a vendor, brands also have a relationship with the working process of a product or service; A good product or service can be easily understood by customers.

### **1. Brand Image Indicator**

According to (Alifah, 2022) Brand image can be measured by 3 indicators of excellence, namely:

- Strength of brand association, the more information provided to consumers, the easier it will be for consumers to associate a product.
- Favorability of brand association, leads to how the strength of the brand can be easily remembered by consumers and form a positive image of a company.
- The Uniqueness of brand association, a brand or product must have a uniqueness or characteristic of the brand so that differences with other brands can be known.

In this study, the indicator of the strength of strong brand association with Osing traditional schools is through typical images of Osing, stories about the daily life of the Osing traditional school community. In addition, this account also succeeded in creating a favorability of brand association which is proven by inspiring narratives and the use of attractive visuals. The uniqueness of this account lies in the collaboration between Osing traditional schools and local artists. All of this is in line with Keller's branding image theory, which emphasizes the importance of building strong, positive, and unique brand associations.

Brand image also greatly affects the activities carried out by the company to optimize the strengthening of the company's character. This includes offering goods or services, how to establish communication, delivering unique messages and interacting with consumers (Diputri & Afriani, 2022).

Brand image is very helpful in promotional activities for a company and fosters a positive image for the public or consumers who use goods or services from a company. So that it allows consumers and potential consumers to provide feedback on a product or service that has been disseminated to the audience through Instagram media.

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According to (Damayanti, 2021) One way to create a strong brand is to use a good brand image. Good customer service will give a positive impression of any product or service related to the increase in customer desire to buy.

According to (Mujianto, 2021) Personal branding standards have a significant impact on how others perceive us. The standard will highlight and provide insight into the value of personal branding.

This osing traditional school is a new step that is still rare and rarely found. Its presence is very necessary, especially in the fields of education, traditions, customs and culture that have been applied from an early age to the younger generation. To discuss the history and activities of osing traditional schools, this paper will limit the discussion to how the history of osing traditional schools and the branding of osing traditional schools through Instagram?

## **II. METHOD**

This research method uses qualitative research based on the object of study related to the osing traditional school. Researchers collect data and information by observing documents, observing behavior, and interviewing several informants (J. W. Creswell, 2016). Therefore, this study uses three research techniques, namely: through interviews, observations, and documentation.

This research was conducted by interviews with the (Principal) of Osing Traditional School as well as the owner of the school land, Mr. Slamet Diharjo / Syamsul, (Vice) Ilham Syaifullah, (Secretary) Nisa, (Treasurer) Gandis, Laras and Bunga as students who actively participated in activities in the school. Interviews with osing traditional schools are conducted by observation or observation. The approach carried out is through a Bottom-Up approach to the reality that occurs and then relates it to the research variables (Rouge & Experiment, 2021). Data analysis uses inductive data analysis and combines three activities in sequence from presenting data, reducing data, and drawing conclusions.

## **III. RESULTS ANDI DISCUSSION**

### **A. History of Osing Traditional School**

Osing Pesinauan Traditional School was established on January 21, 2021, Osing Traditional School is a non-formal school that is built as simple as possible in terms of management, place, time and other educational curricula. In the language of osing pesinauan, it can be interpreted as learning (Rouge & Experiment, 2021). The school is located on the border of Olehsari village and Kemiren village, only it is bounded by a bridge and a small river. The Osing Traditional School which is located in the middle of the rice fields and the simple shape of the building is very supportive to get to know how the traditions of the Osing Traditional Tribe are taught to the students who are there and tourist visitors who want to visit this school. In this osing traditional school, there is no vision or mission of the school that is stated like schools in general. The founders of the osing traditional school

only have the goal of caring, maintaining, introducing and preserving the ancestral heritage of local customs and cultural traditions in the osing tribe.

Osing Pesinauan Traditional School is a wing organization of the parent organization called the Alliance of Indigenous Peoples of the Archipelago (AMAN). The Alliance of Indigenous Peoples of the archipelago is an organization that oversees / unites indigenous peoples in Indonesia. In the parent organization of the Alliance of Indigenous Peoples of the Archipelago (AMAN), there are also other wing organizations, such as the Indigenous Youth Agency of the Archipelago (BPAN), Indigenous Women of the Archipelago, advocacy teams, and traditional schools. In the existing management structure at the Osing Traditional School, it was also led by (Principal) Slamet Diharjo, (Deputy) Ilham Syaifullah, (Secretary) Nisa, (Treasurer) Gandis before there was a change. At this time, the organizational structure has changed not much different from the old management structure (Principal) Slamet Diharjo, (Deputy) Jorghirona, (Secretary) Nisa and Yusta, (Treasurer) Gandis and Ilham.

Learning activities in the Osing Pesinauan Traditional School are not learning activities as they are normal in ordinary schools, in fact, the existence of the Osing Pesinauan Traditional School has very different learning activities such as we know traditional knowledge, traditional cuisine, traditional games, traditional medicine, language, culture, and art. In the learning activities at the Osing Pesinauan traditional school, not every day to study but on Wednesday afternoon and Sunday morning. In many of the activities at the Osing Pesinauan Traditional School, it is wide open for people who want to get to know traditions, learn about existing cultural customs and care for indigenous peoples without being charged a penny.

### **B. Instagram pesinauan.osing**

The branding displayed on the pesinauan.osing Instagram account is a cultural class activity and displays images of traditional osing tools that aim to educate the public. With the advantages that exist on Instagram, you can promote a product or an organization that you want to promote through the media by sharing visual content, photos or videos to get to know a product or organization (Irawan, 2020). With the existence of the @pesinauan.osing Instagram account, people can get to know the indigenous indigenous tribe of Banyuwangi, namely the osing tribe. In addition to the people of Banyuwangi, local and foreign tourists can visit the Instagram account to recognize an Osing traditional school by viewing visual content with a diversity of traditions and cultures of the Osing indigenous tribe without going to the place.



**Figure 1.** Screenshot of pesinauan.osing instagram account  
<https://www.instagram.com/pesinauan.osing?igsh=anVyNzRpMjk5d3Fo>

In creating content on Instagram, there are also rules that must be applied by account users, to avoid having a bad reputation with various parties. Account users must also have ideas to create content so that the audience or the public understands that the content that has been published on the @pesinauan.osing Instagram account is very helpful in preserving local wisdom in the osing traditional school, maintaining the traditions and culture of the ancestral heritage of the osing indigenous tribe.

Content that provides information about Osing traditional school education, Osing tribal traditions, culture, and activities at Osing traditional schools can be seen through Instagram @pesinauan.osing. The photos posted on Instagram can recognize how the traditions and culture of the Osing tribe indigenous people there, and several video reels published on the Instagram @pesinauan.osing show the atmosphere at the Osing Traditional School and also the traditions there through the short video.

Instagram followers of course provide interaction to Instagram account owners @pesinauan.osing through the like / love button and also some comments in the comment column to provide how to respond to a content. This interaction makes it a two-way communication channel that occurs through Instagram social media, where followers also participate in content and interact with content that has been published on social media (Bersatu et al., 2021).

### **C. Brand Image Instagram**

The brand image that has been applied to Instagram @pesinauan.osing also includes logos, designs and colors. Where of the 3 components have the meaning and meaning of these components.

According to (Kotler & Keller, 2012:248) The perception and belief that a consumer has, is the memory of the product that reflects something when hearing a slogan about the product that is embedded in the consumer's mind is an explanation of the brand image. According to (Hogan, 2007) Brand image is a collection of certain information about the products, companies, and corresponding products of a particular brand. According to (Simamora, 2003:80) Brand image is what is perceived by consumers, which has an important role because it can distinguish a company or product from others. It is not easy to imitate because it is recorded in the minds of consumers.



**Figure 2.** Screenshot of the pesinauan logo

The beginning of the osing traditional school logo was a letter 'P' which was taken from the word pesinauan, this logo was created by the administrator of the osing or pesinauan traditional school, namely Mr. Anas. He took this logo from the letter p with an inclusive shape that means that Osing traditional schools embrace each other with cultural diversity and do not differentiate in terms of age, ethnicity, and religion. So that the students to the administrators of the Osing Traditional School are very, very respectful of each other with the differences between the groups. From the logo, the yellow color chosen to be the color of choice means that maintaining harmony and maintaining traditions, cultural customs that have been inherited must be very careful, in order to prevent divisions between groups and causing hostility.

The main function of using Instagram media as a brand image is an effort to promote a good or service. So that the brand image formed at the osing traditional school is also very helpful in terms of school promotion and fostering a positive image towards the community to tourists who want to visit to know useful activities and educate their visitors.



#### **D. Branding Through Instagram**

A strategy that is widely known in the media in general is branding, branding is a way of promoting media or selling products through Instagram media. One of the strategies that can be done by branding is to present content that contains education, understanding and introduction of Osing traditional cultural traditions to a wide audience such as the language applied by the Osing indigenous tribe, traditional traditions that are still well preserved to this day, as well as typical dances of the Osing indigenous tribe that can be learned by the community to maintain the wisdom of the Osing customary culture. In this way, publishing photo or video content on the @pesinauan.osing Instagram account can be easily recognized by the public and can also preserve the traditions and traditional culture of osing in modern times today. With the branding on the @pesinauan.osing Instagram account, the image of this osing traditional school is easier to know and known by the local community and abroad. This activity that educates at osing traditional schools is different from schools in general. Schools in general provide general lessons while in osing traditional schools, they are given learning where traditions, customs and culture in their environment are still applied today.



**Figure 3.** Screenshot of students practicing dancing

[https://www.instagram.com/p/CbXXuk\\_pEDA/?igsh=MWN3dmt4d3A1NzZ0Yg==](https://www.instagram.com/p/CbXXuk_pEDA/?igsh=MWN3dmt4d3A1NzZ0Yg==)

On the @pesinauan.osing Instagram account, we can observe very educational photos like the photo above, how the dance mentor teaches the compulsive dance which is a typical Banyuwangi dance. The gandrung dance has been an icon of Banyuwangi since 2003 and before gandrung became an icon of Banyuwangi, Menak Jinggo was a nickname known by the people in Banyuwangi. Gandrung itself can also be interpreted with the word enchanted. What is fascinated by the fascination is the enchantment of the agrarian Blambangan people towards Dewi Sri, namely Dewi Padi who upholds a prosperous life for the people of Blambangan (Suharti, 2012). The traces of the traditional art of gandrung which were originally danced by male dancers, but with the development of the present day gandrung has changed which was initially performed by male dancers at this time

gandrung is danced by female dancers, because at that time women did not have the opportunity to perform as dancers. Fostering love for culture and historical awareness in the community is our common task. With the existence of Osing Traditional School, it teaches the community from small children to teenagers to inherit and develop the existing cultural heritage (Pramana, n.d.).



**Figure 4.** Screenshot of the traditional pencak sumping dance  
<https://www.instagram.com/p/CjmCu-ovUj-/?igsh=N2FldDNvcThqazlx>

Not only the gandrung dance is taught at the osing traditional school, there is also pencak sumping as described above, where the pencak mentor teaches several students who are enthusiastic about practicing. This pencak sumping is a tradition that is carried out routinely every year, especially on Eid al-Adha. In the history of pencak sumping existed during the Netherlands colonial era, where the community and colonizers fought with their very heroic actions and that's where the name of the village came from, namely mondoluko. The story that has been born as history is believed by the residents of Mondoluko to this day, to respect the struggle of the community and elders as well as efforts to preserve traditional culture depicted by the existence of pencak sumping. One of the conservationists who studies sumping explained that sumping itself can be interpreted as a treat spoken during college. This traditional dish known as sumping is made from flour dough that has been steamed.

In addition to pencak sumping as a tool of self-defense to protect oneself, pencak sumping is also an osing tradition that is still preserved and taught to children in order to preserve existing traditions that have been applied. In this traditional school, osing also teaches how to make movements or the actual moves in the pencak sumping movement to his students.



**Figure 5.** Screenshot of a mocoan lontar activity

<https://www.instagram.com/p/C1i4iKYSyjp/?igsh=b2N0bTllbHBwY2cw>

Lontar Yusup is an ancient poetry manuscript that tells or narrates the journey of the Prophet Yusuf A.S., originally written on palm leaves so that it is called mocoan Lontar Yusup which is sourced from the Surah Yusuf in the Qur'an (Maulana, 2021). Mocoan Lontar for the Osing community is familiar to hear, Mocoan Lontar Yusup is a form of request or request to God to get the overflow of the goodness of the Prophet Yusuf in the life of the Osing community. For parents, they hope that their children will be born with the face and behavior of the Prophet Yusuf. For the bride and groom, they hope to build a harmonious and happy household in life until the end of their lives like the family of the Prophet Yusuf (Indiarti & Nurullita, 2020).

Mocoan comes from the word moco (reading) or also (to embark). One of the oldest traditional icons in the Osing villages is Mocoan Lontar Yusup in Banyuwangi. This traditional ritual is not carried out every day, but rather, this tradition is held at night with various events related to the seven-month anniversary of pregnancy, circumcision, marriage, fulfillment of nadar, and also for the village celebration. Mocoan Lontar Yusup at this time is still routinely running and preserved. At that time, many gentlemen used to be millennials or teenagers following the reading of Lontar Yusup, where this reading was carried out after isha until three in the morning. As a tradition, Lontar Yusup which tells the life of a Prophet Yusuf figure is very appropriate to be used as a reflection in the life of people today. The value of the teachings told in Lontar Yusup provides an example so that people can imitate the noble behavior of a Prophet.



**Figure 6.** Screenshot of Instagram reels related to osing traditional schools  
[https://www.instagram.com/reel/C42bPOSya\\_v/?igsh=bnRyb2ZlbnVhd2Jo](https://www.instagram.com/reel/C42bPOSya_v/?igsh=bnRyb2ZlbnVhd2Jo)

In the Instagram reels @pesinauan.osing above, it publishes how in the Instagram caption invites you to get to know the osing community, an ancient Javanese indigenous tribe that has a history of the Majapahit kingdom and the Blambangan kingdom of East Java. In the video that has been watched by approximately 390 viewers or viewers who have seen and will be able to change instantly if the number of followers increases and will watch several reels on Instagram @pesinauan.osing. The video provides footage of the activities of the traditional and cultural activities of the Osing community and some of the traditional tools of the Osing tribe highlighted in the video. These contents can preserve the customs that have been inherited since a long time ago, documentary videos have emerged so that the community or the audience can know how the indigenous tribe of Banyuwangi still applies traditional traditions and culture that is still thick.



**Figure 7.** Screenshot of Instagram reels related to the location of the pesinauan

<https://www.instagram.com/reel/C5gLGUySE8K/?igsh=MTlhzh2b29nbmM3bw==>

In the Instagram reels @pesinauan.osing above, it provides information to Instagram followers and also to the audience how in the video it depicts an animation of a car that directs a travel route starting from Blimbing sari airport to the point of the osing traditional school. The video must be very useful for the followers of the @pesinauan.osing Instagram account, the public and also tourists who want to visit the osing traditional school.



**Figure 8.** Screenshot of Instagram reels related to the ketupat making class  
<https://www.instagram.com/reel/C3cOu0YSQKC/?igsh=dW51MTQ1a3FxNGV6>

The @pesinauan.osing Instagram reels above is a form of pamphlet published through Instagram reels where the Osing Traditional School makes an announcement for the students of the Osing Traditional School that there will be a ketupat making class activity which has been held on February 18, 2024. This activity is not only attended by small children, but this activity is also widely attended by teenagers and administrators of osing traditional schools.



**Figure 9.** Screenshot of Instagram reels of dancing activities in pesinauan

<https://www.instagram.com/reel/CcuLEnapPUx/?igsh=d2h3ZWduamh3a3d6>

On the @pesinauan.osing instagram reels above is a video reels with the most viewers, which is as many as 3,248 thousand viewers or viewers, in the video tells the excitement of the students who are participating in dance learning activities in the afternoon. In the video, the students are practicing the lundoyo dance where the dancers in the video are 3 men and 2 women. Many viewers who watch this video reel make the public know and the audience can get to know the traditions, customs and culture that have been applied to the osing traditional school.

#### **IV. CONCLUSION**

Osing Traditional School is the first school that teaches values based on traditional customs in its learning. A simple school with several students who participate in learning activities that are not generally because they are different from normal schools. The learning process is in accordance with the needs taught about traditions, customs, and culture such as dances, traditions, rituals, and osing. The object of learning in this traditional school is children from an early age who are still in elementary school (SD) to those who are teenagers so that they can inherit the wealth of local wisdom in the Osing traditional tribe. The young generation who are the main education of Osing traditional schools is because they are the ones who will continue the generation and preserve cultural traditions in this modern era.

After the branding on Instagram media carried out for the @pesinauan.osing Instagram account, it has a good impact on the audience and the community, knowing that the activities taught in the osing traditional school are very useful. So that the community can get to know Osing Traditional Schools through a program of activities that are beneficial for individuals and the surrounding environment that maintain local wisdom in preserving the traditions, customs and culture of the Osing tribe in the learning process at Osing Traditional Schools. Branding that has been used in Instagram @pesinauan.osing is publishing photos or videos to the audience and educating the audience or viewers through Instagram media.

Based on the results obtained using impression management theory, the influence of increasing self-promotion is evidenced by the existence of Instagram reels video content with a large number of able to have an impact on the implementation of cultural values that have been inherited by osing traditional schools.

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