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## Interpretations of Sumbane Ikat by Instagram Influencers

Monica Hartanti, Erwin Ardianto Halim, Yunita Setyoningrum, Yudita Royandi, Aulia Wara Animi Putri

### Abstract

Ikat Sumba is considered a noble Indonesian traditional textile art because the process of making it is very long, and the motifs are very distinctive with local geographical indications. Influencers create various activities with Sumba cloth by posting feeds on Instagram social media. The impression of fashion affairs on Instagram attracts influencers, brand products, and Instagram users. This research analyses six digital influencers on Instagram as actors who engage with Ikat Sumba. Digital influencers with different backgrounds and characters certainly bring different points of view through pictures and captions on their Instagram accounts about these cultural artifacts. Instagram feeds and captions from Ikat Sumba influencers who produce texts, distribute, and respond will create different interpretations of Ikat Sumba. This research uses descriptive qualitative methods and was analysed in more depth using Norman Fairclough's discourse analysis and supported data by network analysis using ACNA. The findings in this research reveal that Ikat Sumba is a traditional Indonesian fabric art that is not only valuable but also represents love, clothing, and the local community in Indonesia. The interpretation to market the product should present the precious values of Sumbane ikat as a noble craft that explores narratives of love, clothes, and people instead of showing specific physical details of the textile. Social media influencers influence the creation of interpretations of traditional works of art. This could be the future of Sumba Weaving related contents in Instagram with an informative and attractive appearance to increase the value of Sumba Weaving so that it is more widely known and influence marketing efforts.

**Keywords:** Instagram's influencer, Interpretation, Traditional Textile Art, Network Analysis, Sumbane Ikat.

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*Universitas Kristen Maranatha, Indonesia*

### ABSTRACT

Ikat Sumba is considered a noble Indonesian traditional textile art because the process of making it is very long, and the motifs are very distinctive with local geographical indications. Influencers create various activities with Sumba cloth by posting feeds on Instagram social media. The impression of fashion affairs on Instagram attracts influencers, brand products, and Instagram users. This research analyses six digital influencers on Instagram as actors who engage with Ikat Sumba. Digital influencers with different backgrounds and characters certainly bring different points of view through pictures and captions on their Instagram accounts about these cultural artifacts. Instagram feeds and captions from Ikat Sumba influencers who produce texts, distribute, and respond will create different interpretations of Ikat Sumba. This research uses descriptive qualitative methods and was analysed in more depth using Norman Fairclough's discourse analysis and supported data by network analysis using ACNA. The findings in this research reveal that Ikat Sumba is a traditional Indonesian fabric art that is not only valuable but also represents love, clothing, and the local community in Indonesia. The interpretation to market the product should present the precious values of Sumbanese ikat as a noble craft that explores narratives of love, clothes, and people instead of showing specific physical details of the textile. Social media influencers influence the creation of interpretations of traditional works of art. This could be the future of Sumba Weaving related contents in Instagram with an informative and attractive appearance to increase the value of Sumba Weaving so that it is more widely known and influence marketing efforts.

**Keywords:** *Instagram's influencer, Interpretation, Traditional Textile Art, Network Analysis, Sumbanese Ikat.*

### INTRODUCTION

Nowadays mass communication, such as TV, radio, and newspapers are no longer the dominant sources of information. In contrast, consumers often use social media or virtual communities to exchange information and build relationships (Hair Jr. et al., 2010). Social media is a useful place because it provides a space for people to express their thoughts and inspire others without any restrictions (Mustafa & Ariffin, 2022). Through social media, one can express freedom and present himself freely. One of the most popular social media platforms is Instagram. Instagram, a platform for capture and sharing service platform, which has rapidly evolved into a new media highlight in recent years. It is the social media platform with the seventh largest number of users worldwide. Apart from being a social network for sharing photos, Instagram is also used by businesses to market products. Indonesia has the fourth most active users worldwide, which consist of 56 million people or 20.97 percent of the total population of Indonesia (Sesriyani & Sukmawati, 2019). Empowered by advances in information and communication technology, "ordinary people" can become digital

influencers by creating and posting content on social media. Digital influencers are individuals who have dedicated followers and have social influence over their followers (Lou & Yuan, 2019). Digital influencers include bloggers, vloggers, social media stars, internet celebrities, and the like. A social media influencer is also referred to as a digital influencer or content creator, i.e. someone who has expertise in a particular area and has developed a large number of engaged followers (who have marketing value to the brand) by regularly producing valuable content on social media (Lou & Yuan, 2019).

Instagram users are motivated to build and maintain social relationships with others on the platform. A previous study categorized five main social and psychological motives that drive Instagram users: social interaction, archiving, self-expression, escapism, and snooping (Lee et al., 2015). Another study also found four main motives for using Instagram: surveillance/knowledge about others, documentation, coolness, and creativity (Sheldon & Bryant, 2016). These motives can be interpreted as affordability facilitated by Instagram's features and framework. Furthermore, another study categorized influencer credibility for Instagram users in the dimensions of expertise, trustworthiness, and attractiveness (Lee & Kim, 2020). The ability of digital influencers to convert their followers into paying customers highly depends on followers' "stickiness" (Hu et al., 2020). By posting self-generated content and interacting with followers, digital influencers can facilitate transactions with them or advertise products and services to them both overtly and covertly. Apart from the number of followers, followers' retention and length of visit are very important for influencers' efficiency in converting followers into paying customers (Lin et al., 2010). In this study, the relevant ability of the influencers is their knowledge in Sumbanese Ikat, noticeable from their history/track record, to gain trust from their audience. In addition, audience's trust is also built by the influencer's timeline followed, which eventually leads to the purchase of Sumbanese Ikat.

Studied the beginning and consequences of influencer-directed opinion formation. They argue that Instagram provides an opportunity for users to post aesthetically pleasing, creative, and charming content, which forms originality, uniqueness, quality, and quantity aspects (Casaló et al., 2018). These four aspects are the reasons why influencers become initiators/opinion leaders. The result of opinion formation is the intention to interact with accounts, recommend accounts, and follow influencers' choices. The study analysed accounts that produced and initiated their own content, so that the content was classified as User Generated Content (UGC). On another study by Bahtar and Muda (2016), the impact of product reviews by influencers were analysed. Consumers perceive UGC as a credible, useful, and risk-reducing resource. Consumers perceive and believe that the photos/images created by influencers are credible sources. Reviews by influencers are also considered useful for consumers who will buy the products. Similarly, before making a purchase, the consumers reduce risk by looking at product reviews in the influencer's accounts.

Indonesians can be more familiar with Sumbanese Ikat. The images and captions of these influencers bridge the gap between Instagram followers and viewers with Sumbanese Ikat. Lee (2020) has discussed that daily contact and disappearing boundaries between communities and textiles can occur through the virtual world. Hence, the types of textiles previously unknown become easier to recognize.

Most Instagram accounts that tagged Sumbanese ikat focused at selling the Sumbanese ikat as textile commodity, posts which only show the Sumbanese ikat as the textile, without showing personal values of the person or account owner. The attitude made



those Instagram accounts seemed inauthentic as human brands, thus became meaningless when being used to build emotional attachment to the product.

The use of Instagram that records influencer activities in real time creates an authentic impression of the superiority of the brand's products. Influencers can provide fresh and unique content without the hassle of arranging photo shoots with more than five crew members, renting locations, hiring models, and even editing the photos. Despite the significantly lower cost, well-crafted content can "compete magazine editorial" and deliver more accurate results than print advertising. This can be seen from available tools such as Instagram insights or blog analytics, which can provide exact information on how many people were on a particular page, for how long, what they clicked on, and where they were going next (Criddle, 2021). Fashion activities on Instagram become attractive to influencers, certain brand products, and Instagram users because of the impression of authenticity from them. Instagram feeds and captions from Ikat Sumba's influencers that produce texts, distribute and respond to will create different interpretations of Ikat Sumba. This will be analysed more profoundly using Norman Fairclough's discourse analysis, which includes Microstructural, Mesostructural, and Macrostructural aspects.

#### METHODOLOGY

Influencer activity with Sumba cloth on social media's Instagram is a language phenomenon. Language is part of society and not something outside society. Second, that language is a social process. Third, that language is something that is socially conditioned by other parts of society (non-linguistic). Influencer activities with Sumba cloth on social media's Instagram produce text. A text is a product of the text production process. The term discourse refers to the entire process of social interaction of which text is only one part. This process, apart from the text, includes the production process, of which the text is the product, and the interpretation process, which uses the text as the source.

Text analysis is also only part of discourse analysis, which also includes analysis of productive and interpretive processes (Dijk, 2008, cited in Piliang 2023). In discourse analysis, there are three basic characteristics: relational, dialectical, and transdisciplinary (Fairclough, 2010). The relationship in question is a relationship between relationships. For example, when people engage in communication and relationships (i.e., speaking and writing) and communicate with each other, this describes the relationships between concrete communication events, such as conversations, newspapers, articles, etc. This is also related to context, which comes in various sizes or scopes, can be micro or macro and metaphorically seems to be concentric circles of influence or impact of a situation, event, or discourse. Discourse analysis is a rational analysis of the relationship between discourse and objects, elements, and events, and can occur between scientific disciplines such as Linguistics, Politics, Sociology, and others. Therefore, this study used the descriptive quantitative method. They are using Fairclough's discourse analysis. The three-dimensional framework proposed by Fairclough is text, discourse practice, and sociocultural practice. Discourse analysis methods include production, distribution, and consumption processes. The characteristics of this framework summarize important principles for critical discourse analysis: that text analysis must be artificially transparent to the study of institutional practices and discourses in which embedded texts are available (Fairclough, 1995). Fairclough's three dimensions are also known as Microstructural, Mesostructural, and Macrostructural (Piliang, 2023). Microstructural-- aspects of Text (conversation, writing, visual images, or a combination of

both), Mesostructural -- relationships between text and interaction, discourse practice involving the production and consumption of texts, - seeing the text as the product of a process of production and as a resource in the process of interpretation, Macrostructural--sociocultural practice a relationship between interaction and social context - with the social determination of the processes of production and interpretation and their social effects (Piliang, 2023; Febriyanti & Sundari, 2022).



Figure 1: The three-dimensional analysis discourse framework by Norman Fairclough

Fairclough's discourse analysis combines text analysis, analysis of texts' production, distribution, and consumption, and sociocultural analysis of discourse practices. This article is about the interaction of influencers with Ikat Sumba. Microstructural about-text representation of influencer interactions with Ikat Sumba in the form of an IG Feed. Mesostructural about influencer caption text with Ikat Sumba. Macrostructural about the relationship of interaction and social context - with the social determination of the production and interpretation process and the social impact of the influencer's interaction with Ikat Sumba on social media Instagram.

There are several types of network analysis methods, but to find out the deepest expressions of language expressed by influencers regarding influencer interactions with Ikat Sumba on Instagram social media in captions, the data will be analysed using ACNA. One research that uses a network analysis approach is Klostermann et al. (2018) about how the network analysis approach on Instagram social media brands allows real-time brand monitoring that is easy and fast to access and provides new possibilities for management branding and research. Rakhmawati et al. (2020) researched mapping the forms of relationships that occur through Instagram social media for high school students in Surabaya using a Socimatrix, which is part of Social Network Analysis.

This study chose influencers with at least 10,000 followers whose activities with Ikat Sumba were documented on Instagram. Dian Oerip and Didiet Maulana as fashion designers who often use Indonesian weaving in their work for different target markets. Moreover, Seroja Hafiedz and Dian Sastro, the two of them also display Sumbanese Ikat in their Instagram posts during the research period. Lastly, Prijosusilo was chosen as an activist for the social campaign for the preservation of Indonesian weaving and Lelewatu Resort Sumba was chosen as a hospitality firm that actively conducting campaign for Sumbanese ikat. These six accounts were chosen because they have authentic feeds about Sumbanese ikat which

contained personal values and attachment or internal motivations, rather than external or financial reasons. Marwick and Boyd (2011) stated that authenticity is important when building emotional attachment in human branding (Rehman et al., 2023).

This research will analyse data from influencer captions on Instagram, and the categories were determined by and processed with Associative Concept Network Analysis (ACNA) in the Pajek software (Taufiq et al., 2020). This method serves to evaluate verbal expressions. The advantage of this method is that it will increase the understanding of the essence of verbal expression. The ACNA technique was first introduced in evaluating human responses to hospital nurse uniform colours (Nagai et al., 2011). Then, it was used to test drivers' responses to vehicle interior interfaces (Georgiev et al., 2012). ACNA has also been used to identify interior spatial dimensions according to user preferences (Junaidy et al., 2020). However, until this study was conducted, ACNA had not been used to identify digital influencers' responses regarding their interactions with Sumbanese Ikat. In this study, the words with the most in-depth unspoken association in the influencers' Instagram captions were connected to the imagery to produce a certain imagery interpretation of the Sumbanese Ikat. Afterward, the data were visualized in Pajek according to Associative Word Dictionary from USF Norms and Database Dictionary. The stages in this study can be explained as follow:

### **1. Microstructural**

Determining six Instagram digital influencers in the categories of fashion designers, celebrities, activists, and resorts in Sumba whose accounts are active and used to show activities with Sumbanese Ikat. Selecting a minimum of 10 feed posts that show the activities during the 1.5 years of pandemic period (2019-2021). Recording captions and hashtags from all 10 feed posts.

### **2. Mesostructural**

- a. Transcribing captions and sorting the different nouns. Nouns were chosen because they are considered to have the most associations.
- b. Processing datasets from the captions/nouns into the Associative Database Dictionary (University of South Florida Norms and Database). A word has multiple associations and brings out in-depth unspoken word associations.
- c. Using the Pajek Exploratory Social Network Analysis program to generate an in-depth associative word association structure with the Y Direction method and sort them from the lowest to the highest weight. Words with the highest weight were put at the bottom.
- d. Developing a matrix between visuals on the three most in-depth unspoken word associations to produce a semantic map of the most in-depth associative weights that can be interpreted as not being spoken directly by influencers. The matrix will justify the associative words correlated with the artifact/visual form of the feed images, including the numbers.

### **3. Macrostructural**

Interpreting the most in-depth unspoken associative words to interpret influencers' interaction with Ikat Sumba on Instagram social media and its social impact will provide new possibilities about the value of Ikat Sumba.

DATA ANALYSIS

Below are six digital influencers consisting of fashion designers, celebrities, activist, and resort who use Sumbanese Ikat and are active on Instagram. Their brief profiles in reality life can be described as below, following some samples of their posts on Sumbanese ikat:

1. Fashion designers. Both fashion designers' works are well-known internationally. They have their own websites to sell their products. They also actively showcasing their designs in various fashion designers' events all over the world.
  - a. Dian Oerip is a millennial fashion designer from East Java, who produced contemporary ethnic style ready-to-wear items using woven textiles from all over Indonesia, including Sumbanese ikat. She focused on the sustainability issues when designing her products.



Figure 2: Sumba cloth worn by the designer herself posed together with friends from Kupang (presenting people and object) (Source: [https://www.instagram.com/p/CE0iLO7gWMM/?utm\\_medium=copy link](https://www.instagram.com/p/CE0iLO7gWMM/?utm_medium=copy link))



Figure 2b: Sumba cloth worn by couple whom are unfamous, common people (presenting people and object) (Source: [https://www.instagram.com/p/CNBxlJug40n/?utm\\_medium=copy link](https://www.instagram.com/p/CNBxlJug40n/?utm_medium=copy link))

- b. Didiet Maulana is mature designer who produced more posh ready-to-wear. His designs are favoured by Indonesian celebrities and public figures which made him called 'maestro of ikat & kebaya'.

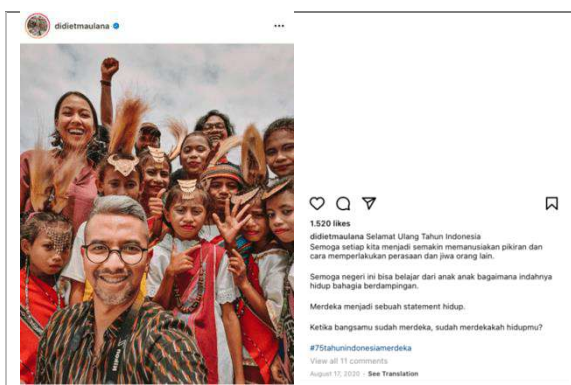


Figure 3: Shot after a magazine photoshoot for the celebration of Indonesia's Independence Day (presenting people and object) (Source: [https://www.instagram.com/p/CD-B1sYsgbS/?utm\\_medium=copy link](https://www.instagram.com/p/CD-B1sYsgbS/?utm_medium=copy link))

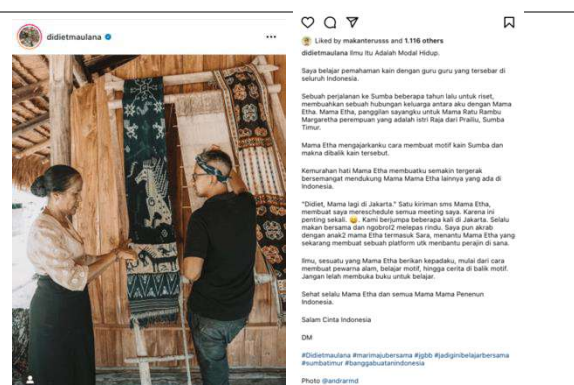
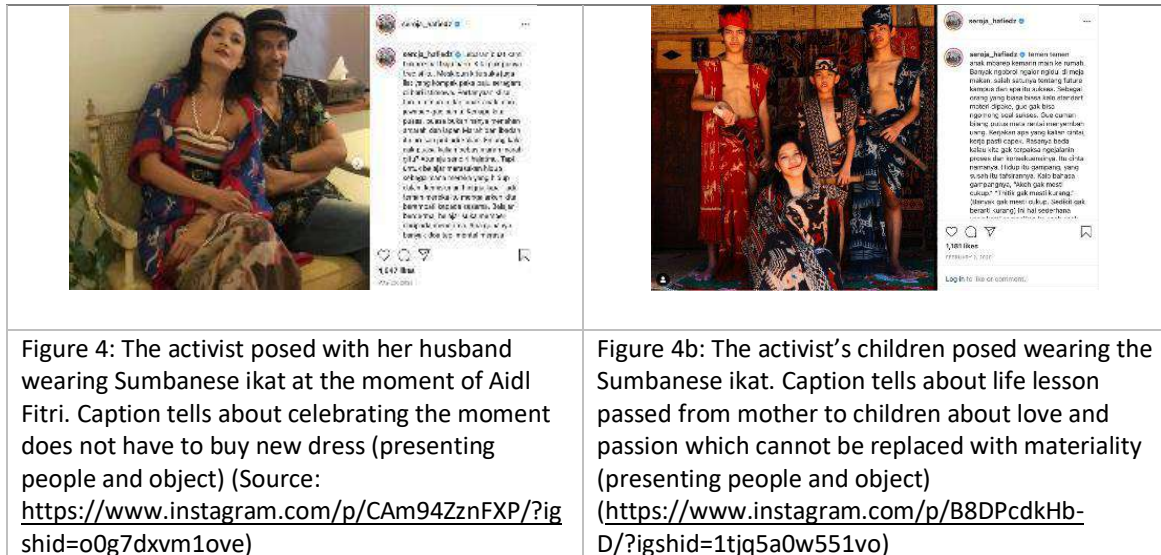
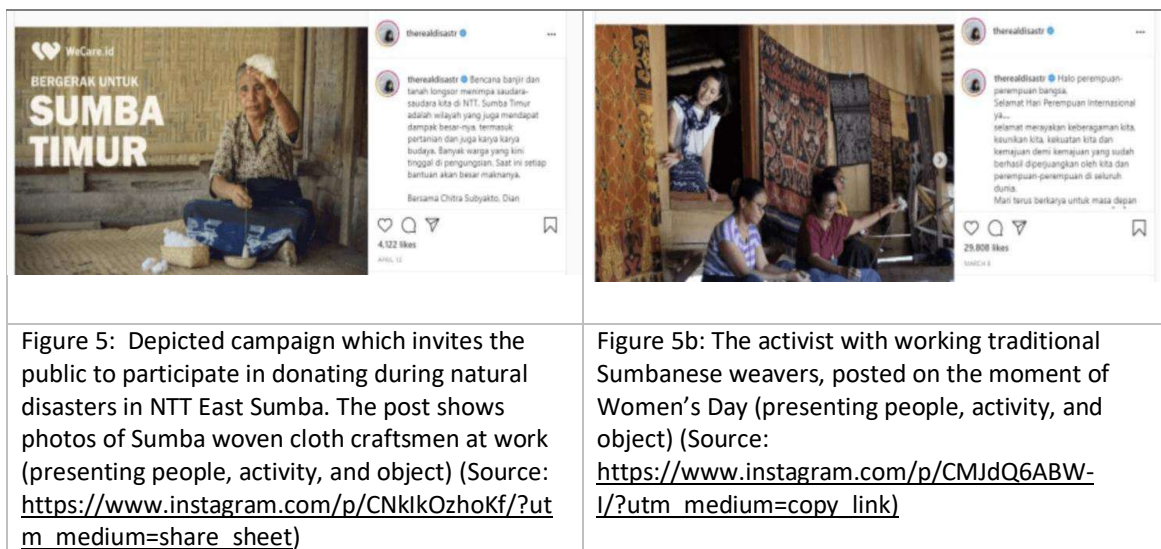


Figure 3b: The designer himself learn about meaning of Sumbanese ikat from the traditional weaver (presenting people, activity, and object) (Source: [https://www.instagram.com/p/CCh4-yKMQX6/?utm\\_medium=copy link](https://www.instagram.com/p/CCh4-yKMQX6/?utm_medium=copy link))

- c. Actress, celebrities. Both actresses here are also celebrities, raised their stardom through music and acted in national movies. Seroja Hafiez, formerly a groupie girl who then married the idol, is now working in the field of national film industry and active in campaign.



- d. Dian Sastro. Dian Sastro started her career as a teenage magazine model. She then entered the field of entertainment as the star in several movies and continuing her movie works, as actress and movie producer. Most of her movies depicted the country's social and cultural issues. She is known as a bright actress who is not only beautiful, but also smart.



- e. Candra Prijosusilo. She is a social entrepreneur who founded GreenIndonesia and Sekar Kawung Foundation. She supported Sumbanese ikat traditional weavers since she is concern with the sustainability issues and circular economy.

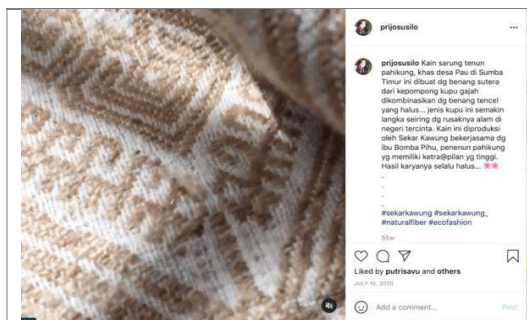


Figure 6: Depicted detail of pahikung woven textile. The caption mentioned the activist’s organization and the natural material which used silkworm (Source: <https://www.instagram.com/p/CCcdrcBge8E/>)



Figure 6b: Sumbanese ikat blouse worn by the activist posed holding a giant mustard green with a farmer (Source: <https://www.instagram.com/p/CB5XW-7gHze/>)

- f. Lelewatu Resort. It is a local company which actively support local community empowerment.



Figure 7: Celebrating birthday moment in a bedroom of couple’s on their glamorous, romantic getaway in Lelewatu Resort (presenting people-activity-object) (Source: [https://www.google.com/url?q=https://www.instagram.com/p/CRSrlg5s-rS/&sa=D&source=editors&ust=1698989335585604&usg=AOvVaw2TvU\\_vuqka07JdsGUBSJPL](https://www.google.com/url?q=https://www.instagram.com/p/CRSrlg5s-rS/&sa=D&source=editors&ust=1698989335585604&usg=AOvVaw2TvU_vuqka07JdsGUBSJPL))



Figure 7b: Video/reels showing the cultural activity and experience of Sumbanese culture (presenting people-activity-object) (Source: [https://www.instagram.com/p/CQh\\_KOxAzra/](https://www.instagram.com/p/CQh_KOxAzra/))

Mapped below are the minimum 10 feed posts, captions, and hashtags that represent the influencers’ activities during the 1.5 years of pandemic period. Following that are the nouns that have been extracted and sorted.

Table 1: List of nouns from the influencers’ Instagram captions

No	Occupation	Feed	Account Name	Nouns in Captions
1	Fashion Designer	10	@dian_oerip	Photo style kebaya pahikung color mud Maumere twin child girl cloth weaving Umalulu Melolo Sumba east nature fade faded water salt literature archipelago track capital day go home friend traveling mother Kupang city collection Ende striated Humba look life simplicity videos moni mahogany thread forever person others pride Indonesia love bridge foot city vegetables age merchandise bachelor gown test fast season hot superior trousers short expedition message dress outer

2	Fashion Designer	26	@didietaulana	Brand Collaboration Performance Plan Perfume Gift Name Domain Business Competitors Culture Artist Archipelago Wastra Woman Kartini Customer Social media Onlineshop Blog Videos Sale Warrior MSME Agent Dealer Influencers Day Smile Fried duck Dear Mother Child Cloth Mannequin Belt Trousers Office PSBB Friend Working hours Business plan Partners Vision Work Determination Strength Health Dream Coat Sumba Retail World Holiday Snow Department store Beauty Shirt Silk Weaver Shawl Necklace Toraja Bridge Preparation Painting Webinar Idea Program Businessman Ritual Figure Book Hormone Warm water Phone Light Blanket Roll Letter Idol Awards Magazine News TV Concert Design Fashion Art worker Wonder Excitement Profit Gathering Photo Wedding Photo studio Expert Photographer Team work Filming Campaign Application Team Timetable Project Process Input Critics Member Appreciation Profession Thank-you note Assumption Decision Trust Evaluation Event Red carpet Nobleman Java Collar Belt Superior Bracelet Hairpin Photoshoot Kebaya Sarong Rote Meth Sumatra Palembang Bali Diversity Designer Breath Birthday Thought Feeling Soul Country Children Statement Life Motive Thread Source Trust Self Creation Innovation Soil House Collection London Visitors Journalist Suitcase Story Knowledge Capital Life Teacher Journey Research Family King Queen Prailiu Mean Craftsman Dye Nature Indonesia Condition Limitations Tips Production Creation Pandemic Draft Strategy Marketing Product Discount Price Promotion Confidential Class Weaving Order Endorsement Hope Economy Creative Environment Risk Joke Concern Movement
3	Celebrity	12	@seroja_hafiedz	mama papa mother father archipelago nation dress day morning belief Lord chance riches weaving subeng woman call handheld sarong pillow sarong webbing burden choice education generation culture bandits Island clothes country couple uniform cloth faith veil religion world love children principle dogma money friend information rubbish environment life spirit Kartini kebaya action Java costume Mars opportunity Indonesia tiara Sumba necklace Pearl band button silver craftsman Jogja brooch gold Maluku ring diamond market Banjarmasin natural woman cupboard clothes bandage woman
4	Celebrity	12	@therealdisastr	tomorrow, repost, soccer, foundation, scholarship, capacity, establishment, spirit, opportunity, field, education, economy, problem, family, boy, school, woman, generation, photograph, program, sumba, framework, access, water, east sumba, appreciation, culture, women empowerment, woven fabric, community, traditional house, village, prainatang, mondu, humba, masks, fashion, mother, child, clothing, sun, moon, kaftan, stand, edge, chaos, darkness, light, boyfriend, shirt, bandage, motif, love letter, land of humba, women, nation, diversity, uniqueness, strength, progress, world, future, human, reminder, hope, quote, shadow, cloud, ocean wave, star, spell, disaster, flood, landslide, sister, ntt, canton, impact, agriculture, works, citizens, evacuation, donation

5	Activist	24	@prijosusilo	researcher weaving university Semarang cloth sarong heart house background the design tie dress perpetrator literature archipelago village farmer cocoon butterfly elephant natural Mother weaver Indonesia public clothing Sumba self-foot creation friend artist hermitage father photo Patawang maestro Pahikung exhibition noni thread dadap dye fiber experience evaluation demonstration fashion life story mode sustainable generation root identity art culture agriculture cupboard textile partner craftsman clothes design landscape weave hand style life friendly environment
6	Resort di Sumba	10	@lelewaturesorts umba	treasure form sheet seed cotton ingredient birthday method day visitor resort language trust people form offering ancestors natural village girl journey local people cloth mark horse motive crocodile dragon power king Sumba parrot peace life hen parent Mother children drink the place picnic experience coffee atmosphere morning cup body sun book bedroom experience layout equipment thing thread characteristic art life story feeling Tie weaving visual

The nouns that have been mapped from the captions of the six digital influencers above were processed using the Pajek software. The matrixes are generated using X and Y axis in Pajek Software & USF Norms Database.

### RESULTS AND DISCUSSION

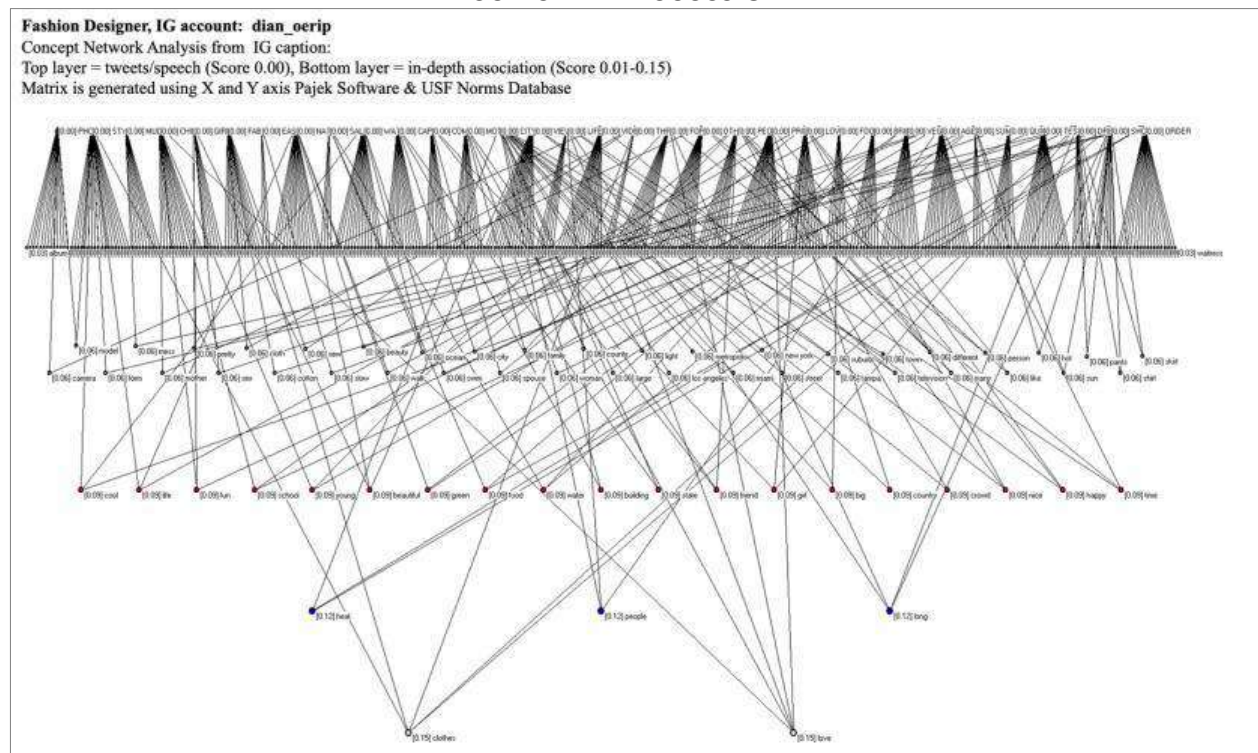


Figure 1: Concept network analysis from the Instagram captions of @dian\_oerip



**Fashion Designer, IG account: didietmaulana**

Concept Network Analysis from IG caption:

Top layer = tweets/speech (Score 0.00), Bottom layer = in-depth association (Score 0.01-0.14)

Matrix is generated using X and Y axis Pajek Software & USF Norms Database

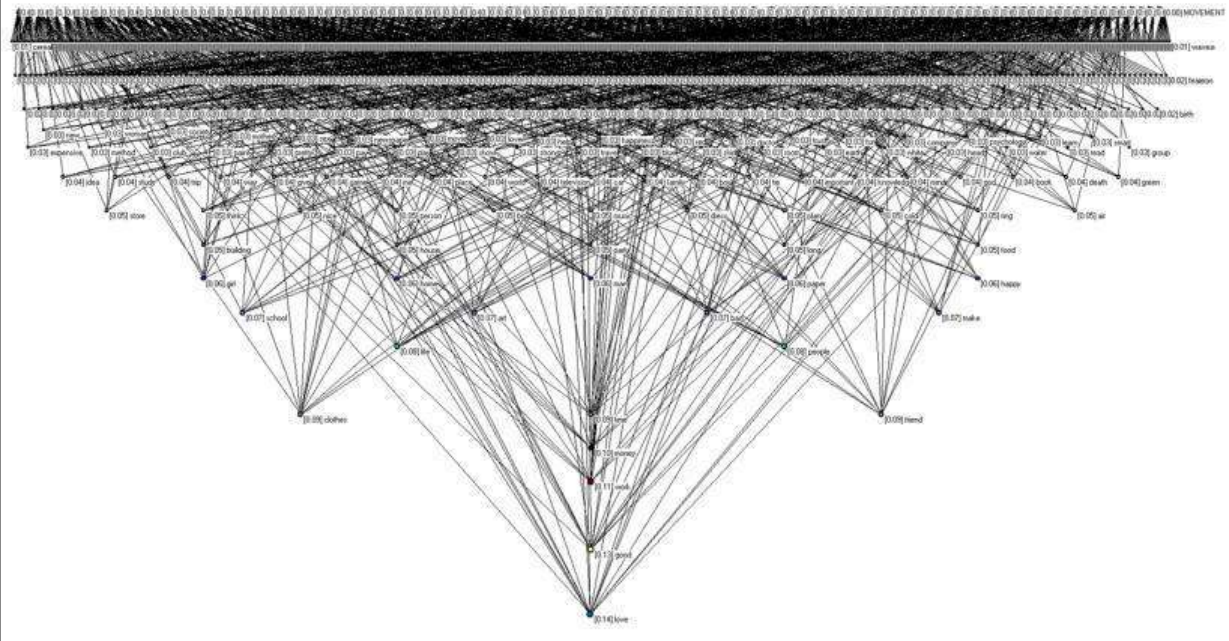


Figure 2: Concept network analysis from the Instagram captions of @didietmaulana

**Artist, IG account: seroja\_hafiedz**

Concept Network Analysis from IG caption:

Top layer = tweets/speech (Score 0.00), Bottom layer = in-depth association (Score 0.01-0.17)

Matrix is generated using X and Y axis Pajek Software & USF Norms Database

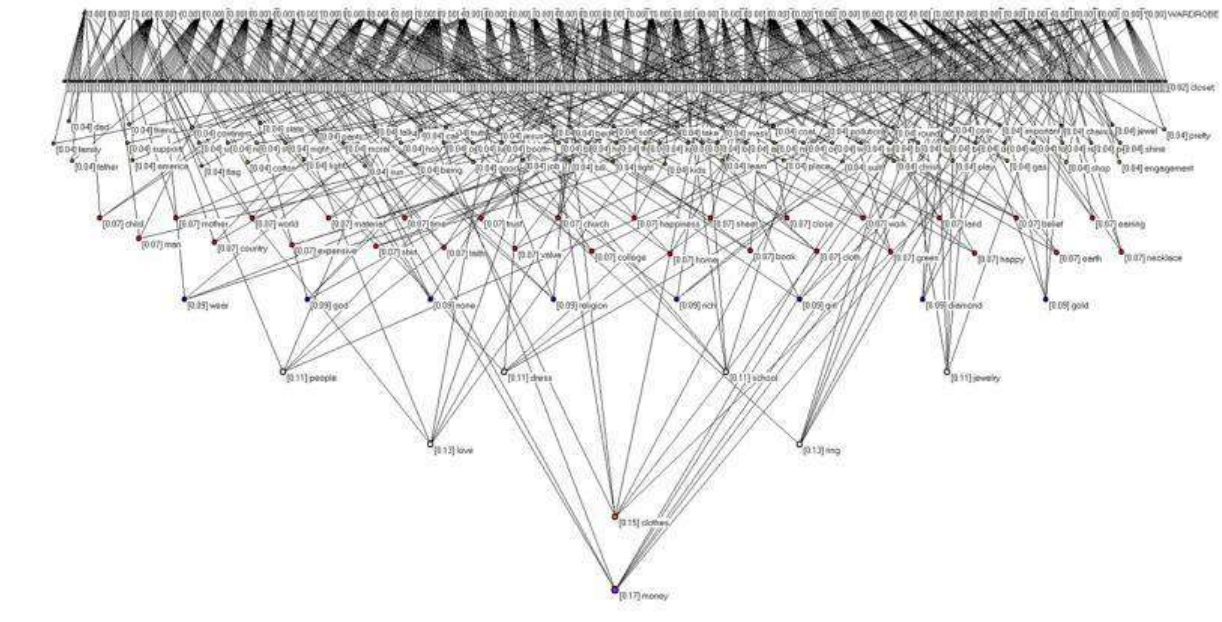


Figure 3: Concept network analysis from the Instagram captions of @seroja\_hafiedz



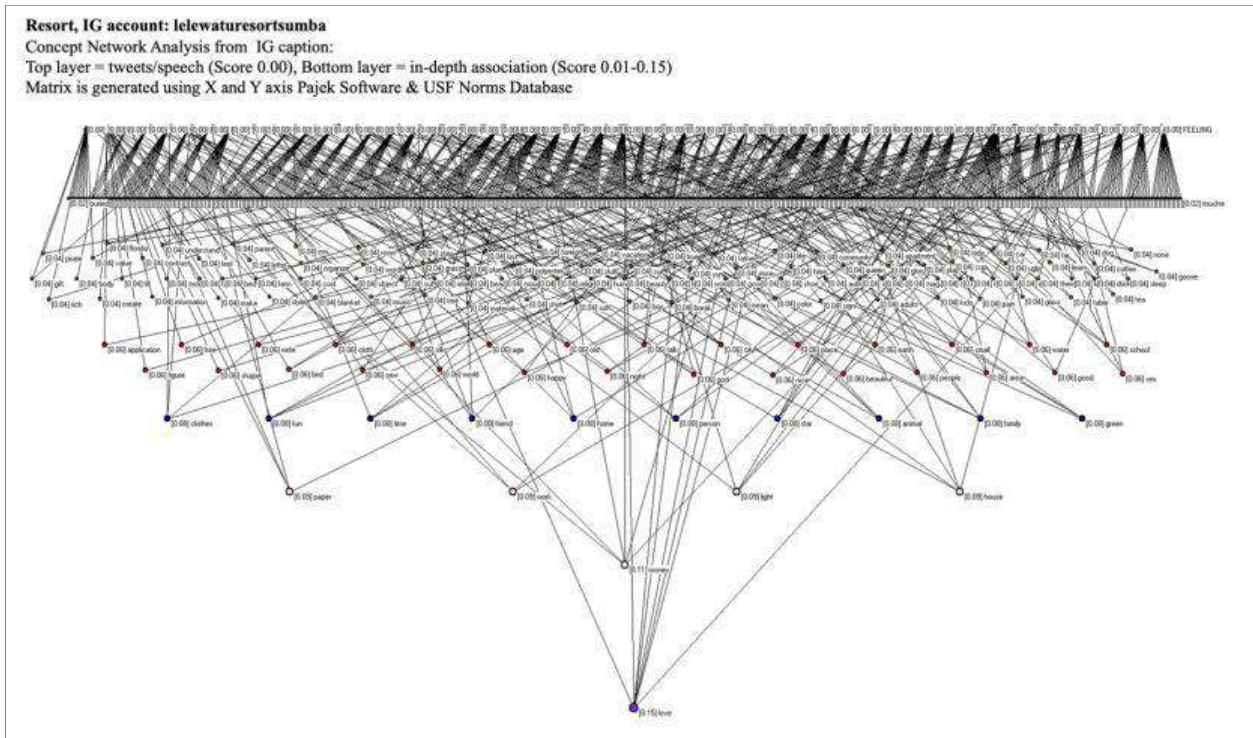


Figure 6: Concept network analysis from the Instagram captions of @lelewaturesortsumba

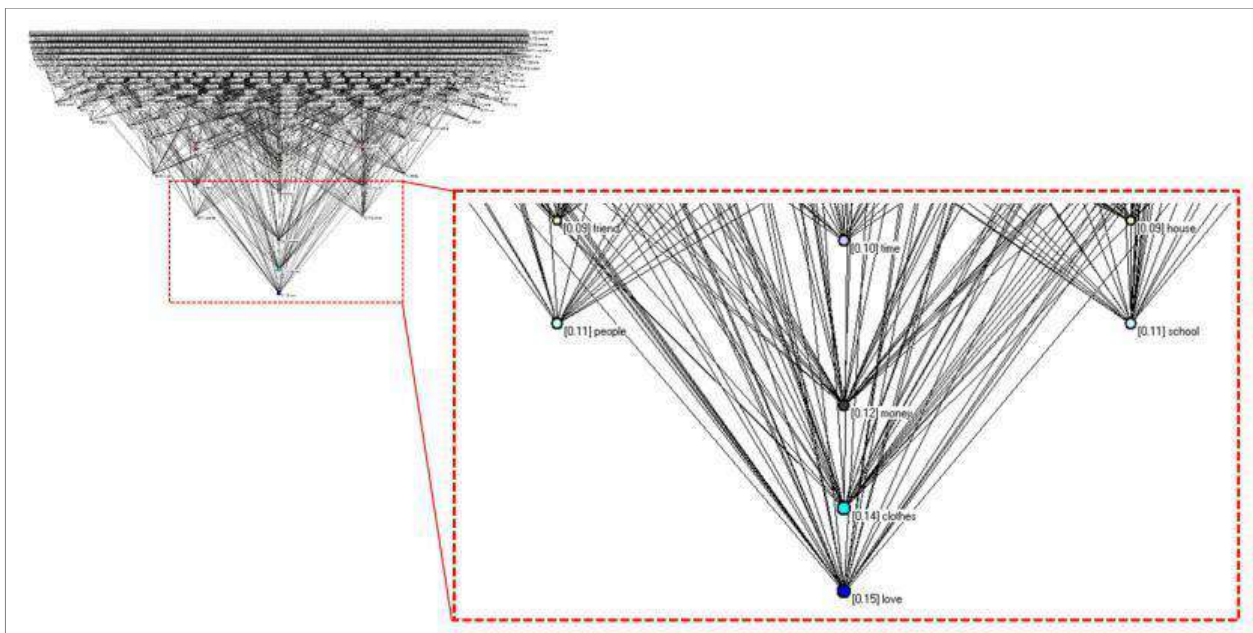


Figure 7: Total concept network analysis from the Instagram captions of the Six Digital Influencers

Below are associative words arranged in several layers from the bottom to identify the three most in-depth unspoken association words.

Table 2: The most in-depth unspoken associative words of from the six digital influencers

<b>@dian_oerip</b>	
0.15	Love, clothes
0.12	Long, people, heat
0.09	Cool, me, fun, school, young, beautiful, green, food, water, building, state, friend, girl big, country, crowd, rice, happy, time
<b>@didietmaulana</b>	
0.14	love
0.13	good
0.11	work
0.10	money
0.09	Clothes, time, friend
0.08	Life, people
<b>@seroja_hafiedz</b>	
0.17	money
0.15	clothes
0.13	love, ring
0.11	People, dress, school, jewelry
<b>@therealdisastr</b>	
0.16	house
0.14	school
0.11	People, clothes
0.10	money, space, home bright
0.08	Grass, child, life, friend, love, girl, man, country, light
<b>@prijosusilo</b>	
0.26	clothes
0.21	dress
0.18	color, house
0.15	material, shirt, art, men, food
0.12	class, fun, cotton, soft, family, painting, picture, create, draw, style, mountain, people, environment, model
0.09	love
<b>@lelewaturesortsumba</b>	
0.15	love
0.11	money
0.09	paper, work, light, house
0.08	Clothes, fun, time, friend, home, person, star, animal, family, green
0.06	people

The following is the interpretation of visual/image artifacts from the Instagram feeds of each digital influencer on the most in-depth unspoken associative words, namely Love, Clothes, and People, which will produce certain imagery perceptions in Sumbanese Ikat.

Table 3: Map of imagery interpretation in the Instagram feed of the six influencers on the three most in-depth associative words

<b>Account Name</b>	<b>Love</b>	<b>Clothes</b>	<b>People</b>
@dian_oerip	<ul style="list-style-type: none"> <li>• Family</li> <li>• Mother</li> <li>• Partner</li> </ul>	<ul style="list-style-type: none"> <li>• Personal</li> <li>• Model</li> </ul>	<ul style="list-style-type: none"> <li>• Sumba people</li> <li>• International</li> <li>• Society</li> <li>• Diver</li> </ul>
INTERPRETATION	Love is a positive feeling given to people or things. Dian Oerip showed the	Clothes are textile and fiber materials used as body coverings. Clothes are also	People can be interpreted as society, citizen, and group of people while also

	<p>word Love for Sumbanese Ikat through the imagery of family love, the struggle of a mother who sends her child to school, and the love for her partner. This imagery was aimed at interpreting Sumbanese Ikat as a feeling of love for Sumbanese Ikat as deep as love for the three actors in the imagery.</p>	<p>often associated with cultural identity. Dian Oerip as a fashion designer showed Sumbanese Ikat through the image of a woman wearing a Sumbanese Ikat, not a distinctively attractive model, but one who can show the uniqueness, exoticism, and identity of the Sumbanese Ikat.</p>	<p>has another meaning, which is native Indonesians. Dian Oerip showed Sumbanese Ikat through the imagery of her activities with the Sumbanese people, Sumbanese Ikat weavers, people from outside Indonesia, and divers. Through this imagery, the interpretation to be conveyed was that the Sumbanese Ikat was made by the people of Sumba and introduced to local and international communities, even by divers who were not directly related to the fashion world.</p>
@didietmaulana	<ul style="list-style-type: none"> <li>• Didiet Maulana's mother</li> </ul>	<ul style="list-style-type: none"> <li>• Individual</li> <li>• Individual with public figures</li> <li>• Individual, marketing poster</li> <li>• Sculptures/mannequin</li> <li>• Individual overseas</li> <li>• Public figures</li> </ul>	<ul style="list-style-type: none"> <li>• Colleague</li> <li>• MSME</li> <li>• Sumba people</li> <li>• Sumba weaver</li> </ul>
INTERPRETATION	<p>Love is a positive feeling given to people or things. Didiet Maulana showed the word Love for Sumbanese Ikat through the imagery of his love for his mother. Through this imagery, he wanted to convey the interpretation that his love for Sumbanese Ikat was as great as his love for his mother.</p>	<p>Clothes are textile and fiber materials used as body coverings. Clothes are also often associated with cultural identity. Didiet Maulana showed Sumbanese Ikat through photos of his daily activities using Sumbanese Ikat. This imagery aimed at conveying the interpretation that the Sumbanese Ikat is everyday clothes that can be worn while working, look cool when traveling abroad, have local content, and can be used to look different when worn.</p>	<p>People can be interpreted as society, citizen, and group of people while also has another meaning, which is native Indonesians. Didiet Maulana showed Sumbanese Ikat through imagery of his activities with the Sumbanese community, Sumbanese Ikat weavers, and MSMEs. Through this imagery, the interpretation to be conveyed was that Sumbanese Ikat is an original product from the Sumba community that is highly valuable and can help the sustainability of local MSMEs.</p>
@seroja_hafiedz	<ul style="list-style-type: none"> <li>• Her children</li> </ul>	<ul style="list-style-type: none"> <li>• Individual</li> <li>• Individual posing with husband</li> <li>• Individual-photoshoot</li> <li>• Posing with husband</li> </ul>	-

INTERPRETATION	<p>Love is a positive feeling given to people or things. Seroja Hafiedz showed the word Love for Sumbanese Ikat through the imagery of her love for her children. Through this imagery, she wants to convey the interpretation that her love for Sumbanese Ikat was as great as her love for his baby.</p>	<p>Clothes are textile and fiber materials used as body coverings. Clothes are also often associated with cultural identity. Seroja Hafiedz showed her Sumbanese Ikat through a photoshoot of herself wearing a Sumbanese Ikat with an elegant, unique, and beautiful presentation. This imagery aimed at conveying the interpretation that the Sumbanese Ikat is a dress that has local values, is unique, elegant, and beautiful to wear.</p>	-
@therealdisastr	<ul style="list-style-type: none"> <li>• Her child</li> </ul>	<ul style="list-style-type: none"> <li>• Individual-candid</li> <li>• Individual-using masks</li> <li>• Individual-photoshoot</li> </ul>	<ul style="list-style-type: none"> <li>• Sumba people</li> </ul>
INTERPRETATION	<p>Love is a positive feeling given to people or things. Dian showed the word Love with Sumbanese Ikat through the imagery of her love for her child. Through this imagery, she wanted to convey the interpretation that her love for Sumbanese Ikat is as great as her love for her child.</p>	<p>Clothes are textile and fiber materials used as body coverings. Clothes are also often associated with cultural identity. Dian Sastro showed Sumbanese Ikat through photos of her daily activities using Sumbanese Ikat. At work, when not working, even when her hair is messy. Through this imagery, she wanted to convey the interpretation that the Sumbanese Ikat is a daily dress that has local value, is unique, and is beautiful to wear.</p>	<p>People can be interpreted as society, citizen, and group of people while also has another meaning, which is native Indonesians. Dian Sastro showed Sumbanese Ikat through the imagery of her activities with the Sumbanese people and the Sumbanese Ikat weavers. Through this imagery, the interpretation to be conveyed was that the Sumbanese Ikat is a highly valuable original product from the Sumba community.</p>
@prijosusilo	-	<ul style="list-style-type: none"> <li>• Sumbanese Ikat</li> <li>• Individual</li> <li>• Model</li> </ul>	<ul style="list-style-type: none"> <li>• MSME</li> <li>• Sumba people</li> <li>• Webinar</li> </ul>
INTERPRETATION	-	<p>Clothes are textile and fiber materials used as body coverings. Clothes are also often associated with cultural identity. As a sustainable economic activist based on Indonesia's cultural wealth, Chandra Kirana Prijosusilo showed the uniqueness of the Sumbanese Ikat from the skein of yarn and its motifs. The Sumbanese Ikat was used simply by models</p>	<p>People can be interpreted as society, citizen, and group of people while also has another meaning, which is native Indonesians. Chandra Kirana Prijosusilo showed Sumbanese Ikat through the imagery of her activities with the Sumbanese people and MSMEs. Through this imagery, the interpretation to be conveyed was that the Sumbanese Ikat is a highly</p>

		to further show the uniqueness of the fabric. This imagery aimed at conveying the interpretation that Sumbanese Ikat is a piece of cloth that conveys cultural identity and local wisdom.	valuable original product from the Sumba community that needs to be preserved and has economic potentials for MSMEs.
@lelewaturesorts umba	<ul style="list-style-type: none"> <li>• Couple models wearing Sumbanese Ikat</li> </ul>	<ul style="list-style-type: none"> <li>• Model in resort room</li> <li>• Resort interior</li> <li>• Resort exterior</li> </ul>	<ul style="list-style-type: none"> <li>• Sumba people</li> <li>• Model with the people of Sumba</li> </ul>
INTERPRETATION	Lelewatu Resort Sumba showed the word Love through the imagery of a man and woman wearing a Sumbanese Ikat walking and laughing happily. This was different from other digital influencers because this account did not represent a person but a resort.	Clothes are textile and fiber materials used as body coverings. Clothes are also often associated with cultural identity. Lelewatu Resort Sumba showed a Sumbanese Ikat imagery of women and men wearing Sumbanese Ikat in the resort rooms and couples wearing Sumbanese Ikat costumes while walking. Sumbanese Ikat was also shown as an interior decoration to show the local identity of Sumba. This imagery aimed at interpreting Sumbanese Ikat not only as a fashion element but also as a conveyer of the uniqueness of Sumba's local identity.	People can be interpreted as society, citizen, and group of people while also has another meaning, which is native Indonesians. Lelewatu Resort Sumba showed Sumbanese Ikat through imagery of the activities of Sumbanese Ikat weavers. Through this imagery, the interpretation to be conveyed was that the Sumbanese Ikat is highly valuable because it is made by the Sumba people manually using the expertise of the local community.

## DISCUSSION

Instagram is a social photography application designed to work on mobile devices where users can construct visual and textual meanings and viewers can interact with those meanings (Zappavigna, 2016). Digital influencers create content to build and maintain social relationships with others through Instagram. Active users of Instagram in Indonesia are fourth in the world with 56 million users (Kusumasondjaja, 2018). As KOL (Key Opinion Leader), these social media influencers have significant impact for Indonesian net users. They create digital content regularly, not only to maintain social relationships with their followers but also to market products, in this case the Sumbanese Ikat, both overtly and covertly. From the Instagram audience side, they are also motivated to build social relationships with the influencers or just follow their favourite digital influencers who have expertise in certain fields and are indeed popular among Instagram users. Zappavigna (2016) states that the visual expression of the account holder involves the viewer, as if they are co-presence with the influencer. That intimacy fosters viewers' trust and interest in what's of interest to the influencer. In this case, it makes followers more familiar with the form of Sumbanese Ikat. In addition, Instagram users will follow an influencer because they also see the credibility of the influencer in the dimensions of expertise, trustworthiness, and attractiveness.

Djonov and Van Leeuwen (2011) discuss how to display the visual surface texture and tactile aspects of textiles through the use of multimodal and intermedia texts. Through photography on Instagram, influencers can display the textures and tactile aspects of the Sumbanese Ikat. Followers and viewers of these influencers can know the texture of the Sumbanese Ikat and imagine the feeling when touching or using the fabrics. Djonov and Van Leeuwen (2011) also reveal that these two aspects support the formation of continuity and rhythm and atmosphere. This study involved six Instagram digital influencers with different backgrounds who promote the Sumbanese Ikat. Each influencer selected in this study has the characteristics of expertise, trustworthiness, and attractiveness of their follower's interest. The network graph showed aggregate similar associative words for several words with high ODC scores, specifically the most in-depth unspoken associative words in the Instagram captions of the influencers. The three most in-depth associative words that were generated from nouns spoken by the six influencers were Love, Clothes, and People.

The word Clothes is the word that conveys the most different interpretations from each influencer. Two fashion designer influencers whose activities were closely related to Sumbanese Ikat had different styles of posting on their Instagram feeds. Fashion designer Dian Oerip showed Sumbanese Ikat as a fashion with a unique and exotic local Sumba culture identity (Clothes 0.15). Dian Oerip is an Indonesian designer who designs street wear and semi-formal dress wear, styles that are also featured in Instagram images. Dian Oerip displays the persona of herself and the models wearing the Sumbanese Ikat and her brand's designs. The purpose of the dynamic appearance shows that the Sumbanese Ikat can be created into comfortable clothing, according to the latest trends, and suitable for use by high mobility lifestyle personas. Dian Oerip also uses videos to emphasize that weaving can be used to move freely. On another note, fashion designer Didiet Maulana showed Sumbanese Ikat as daily wear with formal look (Clothes 0.09, Work 0.11). Didiet Maulana mostly displays bridal collections and formal office and party wear. Both of them performed Indonesian *wastra* (traditional Indonesian cloth) outside the country in their own unique different style. Dian Oerip showed the exotic uniqueness of authentic Sumbanese Ikat through her Instagram, where the model who used Sumbanese Ikat were herself and other models who did not highlight their beauty but instead the uniqueness of Sumbanese Ikat. Meanwhile, the word Clothes was also shown by celebrities Dian Sastro and Seroja Hafiedz with different interpretations. Dian Sastro used in-depth unspoken associative words that conveyed the Sumbanese Ikat as comfortable clothes that can be worn in everyday life, unique, and beautiful (Clothes 0.11, House 0.16). Meanwhile, Seroja Hafiedz used in-depth unspoken associative words that conveyed the Sumbanese Ikat as an elegant, unique, and beautiful everyday dress (Clothes 0.15, Money 0.17). That being said, the Natural unspoken associative word was conveyed more strongly through Dian Sastro's Instagram imagery with photos that were taken candidly and those that were not necessarily candid but looked like they were improvised.

Chandra Kirana Prijosusilo as a sustainable economic activist based on Indonesian cultural wealth showed Sumbanese Ikat through her Instagram feed as a dress (Dress 0.21) and a piece of cloth that conveys cultural identity and local wisdom (Clothes 0.26). This was confirmed through her Instagram feed, most of which actually showed her Sumbanese Ikat without being embellished by the beauty and fame of models and the likes of that. Similar to Dian Oerip, Chandra Kirana Prijosusilo also displays the adaptive ability (malleable) of Sumbanese Ikat for various uses. It was almost the same as the influencer Lelewatu Resort Sumba that interprets Sumbanese Ikat as a cloth that conveys local identity (Clothes 0.08).



Weaving Sumba is displayed by Lelelatu Resort to strengthen the identity of Lelelatu Resort brand as a destination for staying in Sumba. The score of Lelelatu Resort Sumba was the lowest for the associative word Clothes because this account does not represent a person but a resort. Clothes were represented by Lelelatu Resort Sumba as fashion that not only covers the body, but also applied to the interior of the resort to convey the uniqueness of Sumba's local identity. Love as an unspoken associative word was conveyed by the six digital influencers in almost the same way. They interpret the word Love with family relationships such as children, mothers, and partners. Their love for Sumbanese Ikat was likened to love for children, mothers, and partners. The highest scores were 0.15 for Dian Oerip, 0.15 for Lelelatu Resort Sumba, 0.14 for Didiet Maulana, 0.13 for Seroja Hafieds, 0.11 for Dian Sastro, and 0.9 for Prijosusilo. However, there were differences in the interpretations of the influencers. Lelelatu Resort Sumba interpreted the associative word Love by showing candid photoshoots of a couple using Sumbanese Ikat as their daily clothes to further strengthen and show the resort's identity with Sumba culture. This was due to the fact that this account represents a resort instead of a person. In addition, Prijosusilo did not show the imagery that represent the word Love, but her captions showed her love for Sumbanese Ikat and things related to it.

The interpretation of the associative word People for the six digital influencers was also almost the same. They interpret their activities with the Sumbanese community, Sumba weavers, and MSMEs that have economic potential for local products, especially Sumbanese Ikat. The two highest scores were Chandra Kirana Prijosusilo (0.12) because it fits her professional background and Dian Oerip (0.12) who often visits Sumba to interact with the people there. Dian Oerip's activities can be considered as semi-activism in the fashion sector because she also promoted Sumbanese Ikat through posts on her Instagram. The lowest point on Lelelatu Resort Sumba was because it was not an influencer who was directly related to the community. Different influencer backgrounds can provide the same or different interpretations. Their Instagram feeds and Captions can reveal the most profound associative words left unsaid. These most profound unspoken associative words become something that is conveyed clearly, makes sense, and is believable to the viewer. This is possible because the relationship between digital influencers and their followers becomes a complementary and complementary relationship due to the influencer's credibility that their followers like or need as well as the social relationships fostered by the digital influencer and their followers.

## CONCLUSION

Ikat Sumba is considered a noble Indonesian traditional textile art because the process of making it is very long, and the motifs are very distinctive with local geographical indications. Digital influencers with different backgrounds and presentations who understand Ikat Sumba in depth can provide a special perspective on this cultural artifact. After analysing the activities of six Instagram digital influencers as actors who are very involved in activities with Ikat Sumba, it can be concluded that Ikat Sumba is a work of traditional Indonesian fabric art that is not only valuable but also represents love, clothing and local community in Indonesia. The additional interpretation to market the product should present precious values of Sumbanese ikat as noble craft which explore narratives of love, clothes, and people, instead of literally show specific physical details of textile. Social media influencers influence the creation of additional interpretations of traditional works of art. This could be one option in the future for Sumba Weaving related to Instagram social media with an informative and

attractive appearance to increase the value of Sumba Weaving so that it is more widely known and influence marketing efforts.

#### RESEARCH RECOMMENDATION

Learning that Ikat Sumba can also be interpreted as love, people, and clothes through six selected Instagram influencers, we would advise other Ikat Sumba influencers and traders to represent it as a representation of love, people, and clothes. Feeds and captions on Instagram not only show the material but also the soul value of the existence of Ikat Sumba, the people involved in the creation process, and the life struggle of artisans; it is also necessary to show the existence of Sumbanese cloth in the international arena; its natural conservation value; Ikat Sumba when worn by someone or somewhere displays regional identity and local culture. This will further show the value of Sumba ikat weaving as a noble craft.

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#### BIODATA

*Monica Hartanti* is an Associate Professor at the Faculty of Art and Design, Department of Visual Communication Design, Maranatha Christian University. She has been teaching Fashion Graphic, Typography, Packaging Design and Entrepreneurship. Her research experience is related to Indonesian culture and its media. Email: [monica.hartanti@art.maranatha.edu](mailto:monica.hartanti@art.maranatha.edu)

*Erwin Ardianto Halim* is a Ph.D. Candidate and assistant Professor of Interior Design Program, Maranatha Christian University. His research interests focus on the Indonesian Cultural Studies, especially in Developing traditional Indonesian ornaments into contemporary style and He is also a professional interior designer. Email: [erwin.ardianto@art.maranatha.edu](mailto:erwin.ardianto@art.maranatha.edu)

*Yunita Setyoningrum*, is currently a faculty member of Interior Design Department, Maranatha Christian University. She teaches interior design studio, design research, human factor studies, and green design. Her research experiences include research on space planning mainly in domestic environment, specific in the human social interaction, and Indonesian tradition and culture. Email: [yunita.setyoningrum@art.maranatha.edu](mailto:yunita.setyoningrum@art.maranatha.edu)

*Yudita Royandi*, is a teaching staff at the interior design study program at Faculty of Art and Design, Maranatha Christian University. She teaches Visual Merchandising, Design Studio 5, Independent Studies, and a Final Project Coordinator. Her research focuses on the influence of Chinese and Dutch culture on the interior and architecture of the palace and residential buildings. She is also a professional interior designer and a program administrator for West Java Indonesian Interior Designer Association. Email: [yudita.royandi@art.maranatha.edu](mailto:yudita.royandi@art.maranatha.edu)

*Aulia W. A. Putri* is a graduate of the Faculty of Art and Design at the Bandung Institute of Technology, and a lecturer at Maranatha Christian University where she teaches fashion studies program. The focus of her research includes textile design and sustainable fashion by utilizing textile waste and materials from nature. Email: [aulia.wap@art.maranatha.edu](mailto:aulia.wap@art.maranatha.edu)

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