

MUSIC EVENT MARKETING COMMUNICATION ANALYSIS IN INCREASING VISITOR PARTICIPATION

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ABSTRACT

Music events are an increasingly popular form of activity in Indonesia. These activities are usually held to entertain the public and can have a positive impact on the development of the music industry in Indonesia. In organizing music events, the organizers need an effective marketing strategy to increase visitor participation. Therefore, this study aims to analyze the marketing communication of music events in increasing visitor participation. The purpose of this study is to analyze the marketing communication of music events and how these marketing strategies can increase visitor participation. This research uses a qualitative approach with a case study approach. Data is collected through interviews with the organizers, literature studies through journals, books other information relevant to the research such as brochures, advertisements, and social media used to promote music events. The data obtained will be analyzed using content analysis to understand the content of the messages conveyed in the promotion of music events. The results show that an effective marketing strategy can increase visitor participation in music events. Clear and easy-to-understand promotional messages, as well as the use of social media as an effective promotional tool, are important factors in increasing visitor participation. In addition, experience and brand image are also factors that influence visitor participation in music events. This research also shows that music event organizers need to evaluate and develop their marketing strategies to increase the effectiveness of music event promotion in the future.

KEYWORDS *marketing communication; music event; visitor participation*



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INTRODUCTION

The music industry has become a very important part of the global economy, with the music industry globally generating revenue of \$21.5 billion in 2020 (IFPI, 2021). One of the main factors in the success of the music industry is through concerts and music festivals (Hiller, 2016). These events provide an opportunity for music fans to meet their favorite artists face to face, as well as being a major source of income for musicians and marketing companies (Lestari, 2022). However, visitor participation in music events is not always stable, and sometimes even decreases.

The current problem in the music event industry is the decline in attendance at some music events. This can be seen from the declining number of ticket sales, as well as the number of visitors who do not meet the set targets (Yayan, 2016). The decline in visitor participation can be caused by several factors, including the difficulty in attracting visitors' attention through marketing and promotions.

In the music industry, marketing and promotion are the keys to success in increasing visitor participation (Habaora et al., 2021). Music event marketing can be done in various ways, such as through social media, television advertisements, radio, newspapers, posters and brochures (Utomo et al., 2013). However, even though marketing and promotion have been carried out in a fairly effective way, there are still several factors that affect visitor participation in music events.

One such factor is the lack of understanding of visitor preferences and their lifestyle. The inability to understand visitor preferences and their lifestyle can result in mistakes in marketing and promotion strategies. Therefore, there is a need for more in-depth research in the analysis of music event marketing communications in increasing visitor participation. Based on the description of the background of the problem, the researcher is interested in conducting research with the title "Analysis of Music Event Marketing Communications in Increasing Visitor Participation". The purpose of this study is to analyze the marketing communication of music events and how these marketing strategies can increase visitor participation.

RESEARCH METHOD

Research methods

This study uses a qualitative approach with a case study technique. Research with a qualitative approach aims to understand meaning and social phenomena from the perspective of the subject under study, and focuses more on an in-depth explanation of a phenomenon or problem being studied (Rukin, 2019). In this study, the case study technique was used, which is a qualitative research method that focuses more on understanding the phenomena or problems that occur in certain cases, which are then analyzed in depth and detail (Kusmarni, 2012).

Data collection technique

Researchers chose three music events to be held in Jakarta in 2022 as research samples. Data collection techniques were carried out by researchers using interview techniques with the music event organizers. In addition, researchers also explore

journals, books and other relevant information such as brochures, advertisements and social media used to promote the event.

Data analysis

The data obtained will be analyzed using content analysis to understand the content of the messages conveyed in the promotion of music events. In addition, discourse analysis is also carried out to understand how to convey messages and communication strategies used in the promotion of music events. Data from interviews and observations will also be analyzed qualitatively using thematic analysis techniques.

RESULT AND DISCUSSION

Music event marketing is a promotional activity and ticket sales for a music event. The concept of music event marketing includes product development (music events), ticket pricing, promotion, ticket distribution, and service provision during the event (Celuch, 2020). Music event marketing also involves data collection and market analysis to identify the right target audience, define an effective marketing strategy, and evaluate the success of the event (Amanah, 2019).

Music event marketing also includes using social media and digital technology to promote events, create brand awareness, and build relationships with music fans. This includes creating an event website, using social media platforms such as Instagram, Facebook and Twitter, and sending marketing emails to a list of subscribers. In marketing music events, it is important to consider factors such as location, time of day, and the artists performing at the event. A strategic location, the right time, and popular artists can help increase visitor interest and participation (Nasution & Juwita, 2020).

Music event marketing is also related to branding and brand image. Creating a strong and positive brand can help increase popularity and consumer confidence in the music show (Permadi, 2018). Therefore, event hosting companies must consider all aspects of music event marketing, from logo design to content marketing strategies. There are several factors that influence visitor participation in music events including internal and external factors including:

1) Internal factors

Internal factors are factors related to the individual characteristics of visitors, such as music preferences, previous experience, and level of music knowledge. Music preferences greatly affect the participation of visitors in music events. Visitors will be more interested in attending music events that match their musical preferences. In addition, previous experience also affects the participation of visitors in music events. If diners are satisfied with previous experiences, they are more likely to attend the same music events in the future. The level of music knowledge also affects visitor participation. Visitors who have higher knowledge of music will be more interested in attending music events.

2) External factors

External factors are factors related to the external environment, such as ticket prices, event promotions, and event locations. Affordable ticket prices will

affect visitor participation in music events. Visitors will be more interested in attending music events with ticket prices that suit their budget. Event promotions also affect visitor participation in music events. Appropriate and attractive promotions can increase visitor interest and participation in music events. Event location also affects visitor participation. Visitors will be more interested in attending music events that are easy to reach and located in strategic places.

The role of marketing communications in increasing visitor participation at music events is very important. Through proper marketing communications, music event organizers can better introduce their events to the target audience, and make visitors interested in coming to the music event. Marketing communications can cover various aspects, such as the use of social media, advertising, publication through mass media, and cooperation with sponsors. In using social media, music event organizers can utilize social media platforms to promote their events in creative and interactive ways, so as to attract the attention of potential visitors (Saputra et al., 2020).

In addition, the use of advertising in mass media such as television, radio and newspapers can help increase awareness of the event, so that more people know about the event (Nur, 2021). In addition, cooperation with sponsors can provide benefits in the form of additional promotions and funding for event needs (Adyatini, 2006). By using the right marketing communication strategy, music event organizers can increase visitor participation in their events. However, it is important to continuously evaluate and develop marketing strategies to increase the effectiveness of music program promotions in the future. This marketing communication is used as one of the strategies in various music events in Jakarta.

Marketing communication strategy is an important factor in increasing visitor participation in music events. In Jakarta, there are several music events that are held annually and require an effective marketing strategy to attract visitors. The following are marketing communication strategies that can be used for 3 music events in Jakarta in 2022:

1) Jakarta International Jazz Festival (JIJF)

JIJF is an annual jazz music event in Jakarta which has been held since 2011. Marketing communication strategies that can be used for IJIF include:

a) Social media use

JIJF uses social media platforms such as Instagram, Twitter and Facebook to promote the event. This can be done by uploading information regarding the lineup of artists who will be performing, event schedules, and ticket information.

b) Publication through mass media

JIJF cooperates with mass media such as radio to promote the event. This can be done by providing information related to this music event to the mass media so that the mass media can publish it in the appropriate news or programs.

c) Cooperation with sponsors

JIJF works with sponsors that match the theme of the music event. This can be done by offering sponsorship packages with various benefits that

sponsors will get such as promotions on social media, branding in the event area, or VIP tickets.

2) Djakarta Warehouse Project (DWP)

DWP is the biggest EDM music event in Indonesia which is held annually in Jakarta. Marketing communication strategies that can be used for DWP include:

a) Social media use

DWP uses social media platforms such as Instagram, Twitter and Facebook to promote the event. This can be done by uploading information regarding the lineup of artists who will be performing, event schedules, and ticket information.

b) Cooperation with sponsors

DWP works with sponsors that match the theme of the music event. This can be done by offering sponsorship packages with various benefits that sponsors will get such as promotions on social media, branding in the event area, or VIP tickets.

3) Java Jazz Festival (JJF)

JJF is the biggest jazz music event in Asia which is held annually in Jakarta. Marketing communication strategies that can be used for JJF include:

a) Publication through mass media

JJF cooperates with the mass media to widely publicize events. Mass media that can be utilized include newspapers, magazines, television, and radio. By publishing through the mass media, JJF reaches a wider audience, so that the potential for visitor participation is even greater.

b) Social media use

JJF can take advantage of social media such as Instagram, Twitter and Facebook to promote events. In using social media, JJF utilizes hashtags and interesting visual content to attract social media users. In addition, JJF can also use the advertising features provided by social media platforms to increase the reach of promotions.

c) Advertisement

JJF can utilize advertising media such as banners, billboards and billboards to promote events. Strategic places such as train stations, airports and shopping centers can be used as the right advertising locations to attract public attention.

d) Cooperation with sponsors

JJF can collaborate with sponsors to support the implementation of the event. Sponsors can provide financial and non-financial support such as equipment and tools for events. In collaboration with sponsors, JJF can provide opportunities for sponsors to market their products or services at the event.

Visitors' perceptions of the marketing of the 3 music events held in Jakarta are quite diverse. Some visitors thought that the promotions carried out were very effective in attracting their interest to come to the music event with clear and easy-

to-understand information. Most of the visitors found out about the music event through the use of social media, such as Instagram and Twitter. They feel that the use of social media is very helpful in introducing music events and providing the latest information about lineups and ticket prices.

However, not all visitors felt that the promotions being carried out were the main factor influencing their decision to come to the music event. Some visitors take other factors into account, such as music preference, event location, and previous experience with music event organizers. They consider that promotions are only the initial trigger and other factors really determine their decision to attend the music event.

In addition, there are also visitors who feel that the promotion carried out is inadequate or not on target. Some of them felt that the advertisements displayed were too frequent or too flashy, thus making them feel annoyed and not interested in coming to the music event. There were also visitors who felt that the promotion did not include clear enough information, such as the location and time of the music event, which made it difficult for them to find the information they needed.

Overall, the promotions carried out did affect visitors' perceptions of music events and became one of the important factors influencing their decision to attend the event. However, other factors such as music preference, event location, and previous experience also play a very important role in determining visitor participation in music events. Therefore, music event organizers must pay attention to all of these factors in planning an effective marketing strategy and can increase visitor participation.

CONCLUSION

Effective marketing strategies can help increase visitor participation at music events. In this study, clear and easy-to-understand promotional messages were an important factor in increasing visitor participation. In addition, the use of social media as an effective means of promotion is also proven to influence visitor participation. In addition, the experience and brand image of music events also have an influence on visitor participation. Therefore, music event organizers need to consider these factors in designing an effective marketing strategy. This research also shows that regular evaluation and development of marketing strategy is very important in increasing the effectiveness of music event promotion in the future. In carrying out the evaluation, organizers can pay attention to aspects such as visitor responses to promotions carried out, increasing the number of participants, and the influence of experience and brand image on visitor participation. From this evaluation, organizers can find out which marketing strategies are effective and need to be improved in the future.

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