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Digital Promotion Practices by Concert Music Organizers on Instagram

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Abstract: This research aims to analyze the digital promotion strategy of Concert Music as a creative media partner in the entertainment industry. The study explores how Concert Music utilizes Instagram and TikTok to build its brand identity, engage audiences, and expand its network with event organizers. Using a qualitative descriptive method, data were collected through interviews, observations, and documentation of Concert Music's social media activities. The findings reveal that Concert Music effectively combines visual branding, trend-based content design, and data-driven scheduling to optimize engagement and audience reach. The use of a consistent yellow-black color palette, high-quality event documentation, and strategic posting during peak activity hours contributes to strong brand recognition. Moreover, Instagram Insights are used to analyze audience demographics and behavior for better content targeting. Although Concert Music maintains high visibility, the engagement rate remains moderate, indicating potential improvement in interactive and storytelling approaches. Overall, the study concludes that Concert Music's digital promotion strategy represents an effective model for creative media branding, integrating aesthetic consistency, strategic planning, and analytics in sustaining its digital presence within Indonesia's music and event ecosystem.

Keywords: Digital Promotion, Concert Music, Instagram

INTRODUCTION

The rapid advancement of information and communication technology in the digital era has transformed nearly every aspect of human life. Technological innovations have enabled people to communicate and exchange information seamlessly through various internet-connected devices such as computers and smartphones. As noted by Yanthi et al. (2023), the internet's ability to connect users globally without spatial or temporal boundaries has reshaped the way individuals interact, access information, and conduct business.

Social media, as a product of this digital transformation, serves as an interactive web-based platform that facilitates profile creation, social connections, and content sharing (Dwijayanti et al., 2022). These platforms have become vital tools not only for communication but also for marketing and business growth. Among them, Instagram stands out as one of the most popular social networking applications in Indonesia. Initially designed as a photo-sharing app, Instagram has evolved into a multifunctional platform for communication, lifestyle expression, and most significantly, digital marketing. Its various features—such as Instagram Stories, Live, Ads, and Reels—allow users, including entrepreneurs, to promote products or services efficiently and reach a broader audience without substantial financial investment (Aryani & Murtiariyati, 2022).

In today's competitive digital environment, Instagram has emerged as a strategic platform for business promotion. Entrepreneurs utilize it to market products and services through visual and audiovisual content that attracts consumer attention and engagement. As Veranita et al. (2021) explain, Instagram's visual appeal and interactive features enhance engagement levels compared to other social media platforms, providing businesses with significant opportunities for brand expansion and market penetration at relatively low costs.

The widespread use of digital marketing corresponds with the growing number of internet users worldwide. According to Annur (2022), as of October 2022, global internet users reached 5.07 billion—equivalent to 63.45% of the world's population—while social media users numbered approximately 4.74 billion, accounting for 59.32% of global inhabitants. This exponential growth underscores the strategic importance of digital marketing, which refers to the use of digital technologies—such as social media, mobile devices, and online platforms—to promote products, enhance website traffic, and boost sales conversions (Ahmad Aufar Ribhi, 2023).

With the shift from traditional to digital marketing, businesses are increasingly turning to social media platforms like Instagram as their primary promotional tool. The platform's user-friendly interface and visual nature make it ideal for engaging audiences and building brand awareness in real time. Furthermore, digital marketing offers cost-effectiveness and efficiency compared to conventional marketing approaches, prompting marketers to continuously adapt to emerging trends and technologies.

In the context of event promotion, digital platforms have also transformed how organizers engage with audiences. One effective strategy involves collaborating with media partners—third-party entities that help publicize events across digital platforms. As noted by kasirpintar.co.id (2023) and detik.com (2023), partnerships with digital media outlets enable event organizers to expand their audience reach, enhance promotional effectiveness, and strengthen brand image. According to Meta (2022), such collaborations not only broaden information dissemination but also improve event branding and audience perception.

A notable example of this phenomenon is Concert Music Indonesia, a media partnership platform established in 2019. Initially focused on high school-level events, it has since grown into a major digital media partner for large-scale music festivals such as Quartolympic, Neno Fest Vol. 2, Synchronize Festival, Soundfest, and The Sound Project. As of September 2023, its Instagram account @concertmusic_ had accumulated over 14,000 followers and 1,977 posts, demonstrating strong engagement and influence in Indonesia's event promotion landscape.

Previous research, such as the study by Sakana Bill Haqi and Imam Syafganti titled "*Strategi Pemilihan Media Partner dan Influencer dalam Penyelenggaraan Pameran*

Crafina 2019”, identified several key factors in selecting media partners for event promotion—namely, promotional budget, event concept alignment, and collaboration mechanisms. The study concluded that utilizing media partners for digital promotion helps reduce overall marketing costs while enhancing visibility and engagement.

Based on this growing phenomenon, it is evident that digital promotion plays a critical role in building, enhancing, and maintaining the online reputation of a business or event. With increased internet accessibility and affordability, digital marketing through social media platforms like Instagram has become an essential and cost-effective strategy. Therefore, this study aims to explore this phenomenon further through a research project titled: “Digital Promotion Practices by Concert Music on Instagram.”

Conceptual and Theoretical Framework

This research is anchored in the theoretical foundations of the Promotional Mix and Social Media Marketing (SMM).

The Promotional Mix, as traditionally defined, comprises advertising, personal selling, sales promotion, public relations, and direct marketing (Uluwiyah, 2022). In the digital era, this mix has been thoroughly reconfigured, emphasizing digital channels as primary drivers for communication. For concert promotion, the digital mix components are critically interpreted as:

- a) Digital Advertising: Paid posts or targeted ads on Instagram.
- b) Digital Public Relations (e-PR): Generating positive buzz through media partnerships and influencer collaborations.
- c) Digital Sales Promotion: Time-sensitive offers, giveaways, and ticket bundle announcements, communicated immediately via the platform.
- d) Social Media Marketing (SMM): This component is the focus, serving as the primary channel for direct, continuous, and interactive communication, integrating elements of all other mix factors (Dwijayanti et al., 2022).

SMM is defined as the strategic use of social media platforms to market products or services. In the context of Instagram, SMM is characterized by its reliance on the platform's distinct features:

- a) Visual Dominance: Instagram is fundamentally visual. For concert promotion, this translates into high-quality imagery of artists, stage design, and venue atmosphere. Veranita et al. (2021) highlight the importance of visual aesthetics in driving engagement.
- b) Interactive Engagement: Features like Stories, Reels, Live video, and direct messaging facilitate two-way communication. Unlike traditional advertising, this platform enables concert organizers to build a community by responding to inquiries, running interactive contests, and allowing user-generated content (UGC) (Wira Perdana et al., 2023).
- c) Creating "Hype" and Urgency: Instagram's ephemeral features (Stories, countdown stickers) are perfectly suited for generating *Fear of Missing Out* (FOMO) and immediate ticket-buying urgency, a necessary element in event promotion (Tafarannisa et al., 2021). The rapid cycle of announcements, ticket tiers, and sell-out notices is optimized by the platform's speed.

The theoretical intersection lies in how concert organizers utilize Instagram's visual and interactive affordances to simultaneously fulfill the functions of the promotional mix—

informing (PR), persuading (Sales Promotion), and reminding (Advertising)—within a single, integrated platform. This continuous, relational approach contrasts sharply with the transactional nature of older promotional models.

Research Questions

This study seeks to answer the following research questions:

1. What specific content strategies and features (e.g., feed posts, Stories, Reels) do concert music organizers employ on Instagram to promote their events?
2. How do these digital promotional practices align with and optimize the elements of the digital promotional mix (information, persuasion, engagement)?
3. In what ways does Instagram engagement facilitate the creation of event "hype" and influence the audience's decision-making process for purchasing tickets?

METHOD

This study adopts a descriptive qualitative research design. The qualitative approach is chosen because the research seeks an in-depth understanding of the *nature* and *meaning* behind the promotional *practices* and *strategies* used, rather than merely measuring statistical relationships. The descriptive nature aims to thoroughly document the actions and content deployed by the event organizer (Sugiyono, 2013).

The research setting focuses on the digital environment of Instagram. Specifically, the unit of analysis is the official Instagram account of [Organizer Name Placeholder: PT Musik Indonesia Raya], a prominent concert music organizer known for managing high-profile music events in Indonesia (Tafarannisa et al., 2021).

The data collected primarily consisted of:

1. Visual and Textual Content: The complete archive of feed posts, Stories archives (Highlights), and Reels published on the target Instagram account related to a single major concert event (pre-event, during-event, and post-event phases).
2. Engagement Data: Quantitative data accompanying the content, including the number of likes, comments, shares, saves, and view counts for Reels/Stories, which served as contextual indicators of practice effectiveness.
3. Secondary Data: Academic literature and industry reports on social media marketing, event management, and digital advertising (Veranita et al., 2021; Wira Perdana et al., 2023; Uluwiyah, 2022).

The sampling technique for content was purposive sampling. The researcher focused on all promotional content posted within the six-month period leading up to the target concert, as this timeframe represents the core promotional window necessary to build anticipation and secure ticket sales.

Data collection was executed through two main techniques:

1. Content Documentation and Archiving: The researcher systematically documented and categorized all relevant Instagram content. A coding scheme was developed based on established SMM models, categorizing content by format (Image Post, Carousel, Story, Reel, Live), function (Announcement, Artist Reveal, Ticket Price, Venue Info, Behind-the-Scenes), and engagement mechanism used (Poll, Q&A, Call-to-Action).
2. Literature Review and Synthesis: A comprehensive review of current academic discourse was conducted to establish the conceptual framework (Promotional Mix, SMM, Virtual Hype) and provide a basis for the subsequent discussion. The selected references were primarily sourced from local and international journals concerning digital media and business management.

The collected data underwent a qualitative content analysis following the guidelines of Miles and Huberman's (1994) model:

1. **Data Reduction:** The vast amount of Instagram content was simplified and selected. The researcher focused only on content directly related to the promotional cycle of the concert, extracting key visuals, captions, and explicit Calls-to-Action (CTAs).
2. **Data Display:** The reduced data was organized into thematic categories and displayed in matrices. For example, all "Artist Reveal" content was grouped to analyze the consistency of visual style and accompanying text. Engagement metrics were noted alongside the content to assess relative impact.
3. **Conclusion Drawing/Verification:** Tentative conclusions were drawn based on the dominant patterns. The identified practices (e.g., aesthetic consistency, reliance on Reels) were then verified against the theoretical framework (SMM principles) to determine how effectively they optimized the digital promotional mix. Triangulation was achieved by verifying content strategy with engagement results and established theory.

RESULT AND DISCUSSION

Digital Promotion on Instagram

Instagram, as one of the most popular social networking platforms, has become an essential tool for entrepreneurs and companies to promote their products and services due to its strong emphasis on visual communication. In implementing digital promotional strategies, Concert Music utilizes various Instagram features such as photo and video uploads, followers, comments, likes, hashtags, captions, highlights, and Instagram Stories. The platform's ability to rapidly disseminate information allows Concert Music to effectively attract potential clients and partners.

Social media promotion has become an obligatory practice in today's digital landscape. As emphasized by Puspitarini (2019), social media serves as an innovative and efficient tool for marketing, information dissemination, and relationship-building with clients. Concert Music applies these principles by diversifying its content to attract audiences and potential collaborators. The team emphasizes that creative and varied content can increase engagement and client interest, rather than relying on monotonous or repetitive formats.

Instagram Feed (Photo and Video Posts)

Concert Music's Instagram feed functions as a digital portfolio that visually represents the brand identity and activities of the organization. The feed layout follows a consistent color palette—yellow and black—which symbolizes the sunset and is intended to attract visual attention. According to the social media administrator, content creation begins with trend research, followed by adapting viral or audience-friendly topics into the brand's unique style. The feed's visual cohesion strengthens brand recognition and viewer engagement.

Comments and Likes

Likes and comments are indicators of audience engagement. Although not all likes reflect positive sentiment, high interaction rates signal visibility and audience appreciation (Gerlitz & Helmond, 2013). In one example, a Concert Music anniversary post received 220 likes and 238 comments, primarily from followers tagging others or asking questions related to upcoming events. Such engagement demonstrates audience interactivity and community participation around the brand's digital presence.

Reels

Instagram Reels, which allow users to upload short videos between 1 to 60 seconds, serve as an effective promotional medium. Concert Music uses this feature to post short highlight clips, event coverage, and behind-the-scenes footage. Among its content, the most viewed Reels showcase snippets from major events, reflecting the audience's interest in dynamic, visually appealing updates. This feature significantly contributes to the platform's reach and viewer engagement.

Instagram Story and Highlight

Instagram Stories, which disappear after 24 hours, are used by Concert Music to share real-time updates, event schedules, and live coverage. The team also archives selected stories into Highlights, which provide permanent access to important information such as past events, client collaborations, and service portfolios. As noted by Kurniawan et al. (2022), the Highlight feature helps maintain brand visibility beyond the 24-hour limit, thus extending the promotional impact of time-sensitive content.

Insight Analytics

Concert Music also utilizes Instagram Insights, a business analytics tool that provides demographic and behavioral data about the audience, including age, location, and engagement trends. Data from October 10, 2023, to January 7, 2024, revealed significant growth: 461,000 profile visits, 72,000 interactions, 189 feed posts, 2,350 stories, and 41 Reels, resulting in an increase of 1,520 followers compared to the previous quarter. These metrics highlight the effectiveness of consistent content strategy and audience engagement in expanding digital visibility.

Overall, the findings indicate that Concert Music effectively leverages Instagram as a digital marketing platform by integrating visual consistency, interactive content, and data-driven engagement. The combination of aesthetic design, strategic storytelling, and analytical monitoring strengthens the organization's online branding and enhances its role as a trusted media partner in event promotion.

DISCUSSION

Based on the findings, Concert Music has established itself as a creative media partner since its founding in September 2019, originating from the personal initiative of a high school student named Ari who was passionate about photography and live music performances. What began as a hobby evolved into a structured media platform aiming to form official partnerships with event organizers and share event documentation through multiple social media channels. As of December 28, 2023, the Instagram account @concertmusic_ had 16,700 followers and 2,217 posts, while its TikTok account had 10,200 followers and 365,400 likes, indicating a significant online presence and audience reach.

Concert Music applies two types of collaboration systems: a paid system based on rate cards and a barter system, in which exposure and social media followers are exchanged with event organizers. This flexibility allows Concert Music to adapt its partnerships according to event scale and mutual benefit.

Instagram, as a visually oriented platform, has become a dominant channel for marketing and brand communication (Setiawan & Sama, 2020). Its visual-centric features enable businesses, including service-oriented organizations like Concert Music, to effectively promote and communicate their value. Instagram's tools—such as photo and video feeds, Reels, Stories, Highlights, and Insights—serve as strategic instruments in building engagement and audience loyalty.

Concert Music's digital promotion strategy emphasizes strong content design and consistent branding. The platform's feed adopts a yellow and black color scheme, symbolizing a sunset and intended to draw visual attention. According to the founder, this color palette was chosen to represent vibrancy and warmth, enhancing visual recognition. Content management is overseen by Fredika Sanjaya, who conducts trend research to identify viral or relatable topics before adapting them into Concert Music's signature style. The team uses Canva for visual editing and schedules uploads during "golden hours"—periods when followers are most active—to maximize visibility and engagement.

The findings also highlight the importance of visual quality in building credibility. During live events, the documentation team captures photos and videos from optimal positions near the stage to produce high-quality content, as explained by the documentation division representative, Restu Khan.

Despite having a substantial follower base, Concert Music's engagement rate—measured by likes and comments—remains moderate. This suggests that while visual identity and content consistency are strong, interaction strategies such as audience engagement and community participation could still be improved.

Moreover, the platform's use of Instagram Reels allows for short promotional videos and event highlights, aligning with current content consumption trends that favor brevity and entertainment. Instagram Stories are used to provide real-time updates, while Highlights serve as an archive of key events and promotional information, ensuring long-term visibility beyond the 24-hour story limit.

Finally, Instagram Insights play a critical role in Concert Music's data-driven strategy. The analytics tool provides demographic and behavioral data—such as age range (typically 18–35 years) and geographic distribution (mostly Jabodetabek)—allowing the team to refine promotional timing and targeting. Insights also assist in determining when followers are most active, ensuring that promotional content is shared at the most impactful times.

In summary, the discussion reveals that Concert Music's digital promotional strategy integrates visual branding, content research, and analytics-based planning to strengthen audience engagement. While the platform successfully establishes a strong visual identity and consistent posting routine, optimizing audience interaction through participatory features and storytelling could further enhance its effectiveness as a digital media partner in Indonesia's event promotion ecosystem.

CONCLUSION

Based on the research findings and discussion, it can be concluded that Concert Music has successfully built its identity as a creative media partner through consistent visual branding, effective use of social media features, and a data-driven promotional strategy. Founded in 2019 from a personal passion for music and photography, Concert Music has evolved into a credible promotional platform with strong audience reach across Instagram and TikTok.

Its digital promotion strategy integrates appealing visual aesthetics, trend-based content planning, and analytics from Instagram Insights to optimize audience engagement. The consistent use of a distinctive yellow–black color palette, professional event documentation, and strategic posting schedules demonstrates an understanding of how visual communication and timing shape audience perception.

However, while Concert Music has achieved strong visibility and recognition, its engagement level remains moderate, suggesting the need for deeper audience interaction through storytelling and participatory content. Overall, the study concludes that Concert Music's strategic use of Instagram serves as an effective model for creative media branding

and digital promotion, blending aesthetics, consistency, and analytics to sustain its presence in Indonesia's entertainment and event industry.

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