



Starcross' 2022 wild ground event festival used as a promotional Activity to increase brand awareness

Said Zaidaan Firstiansyah^{1*}, Sovia Sitta Sari²

^{1,2}Department of Communication, Muhammadiyah Yogyakarta University, 55183, Indonesia

Email: Said.zaidaan.isip19@mail.umy.ac.id, Soviasittasari@umy.ac.id

ABSTRACT

Keywords

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Starcross is a streetwear brand that is quite a pioneer in the world of streetwear in Indonesia, founded in 2009. The founder of the starcross brand himself initially marketed his products by utilizing his relationships and scope of friends in college, and from there he also began to market his products to the creative community in the city of Yogyakarta. Nowadays if people have a streetwear clothing brand, they will easily market their products, it's all because of social media. It took Starcross many years to be able to gain awareness and also their target market again because they had to survive in the era of competitors who had a similar target market to them. Therefore, to increase and expand awareness of the brand name and tagline, they created a music festival event "Wild Ground Fest". The focus of this research is to find out how the strategy carried out by Starcross in increasing brand awareness through promotional activities through the Wild Ground Festival event. This research uses the post-positivism paradigm, the method used in this research is qualitative. The theories used in this research include promotion theory and brand awareness theory. The result of this study is that Starcross itself has a way of increasing brand awareness with promotional activities through the media festival event, because they want to rediscover the brand awareness of starcross, actually the market in Jogja and its surroundings already know what message the starcross brand itself carries, but on this occasion they want to try to develop a bigger medium, namely the Festival a larger number of people who can come, Starcross decide to use festival event media because of the dynamism of the market and also the changing behavior of the market.

1. Introduction

Nowadays if people have a streetwear brand, they will easily market their products, it's all because of social media. For example, the streetwear brands "Morteils" and "Above and Over", both streetwear brands are very easy to sell and immediately get their respective target markets. Unlike Starcross, which took years to gain awareness and also their target market back because they had to survive in the era of competitors who had a similar target market to them (Prathisara & Masduki, 2023). Therefore, to increase and expand awareness of the brand name and tagline, they carried out promotional activities by organizing a music festival event which was none other than "Wild Ground Fest" (Wibowo et al., 2023).

According to previous research, namely the Strategy for Increasing Brand Awareness and Promotional Activities in Sport Events Case Study of the Maybank Bali Marathon Event, it is explained that a promotional strategy through organizing a sport event will be effective to increase brand awareness if it goes through the stages of internal and external identification and a strategy that is more oriented towards one unit (Wahyuni & Anshori, 2021). This research will focus on how promotional activities by holding festival events are used by starcross in an effort to increase brand

awareness (Shareef et al., 2019). The uniqueness of this research that distinguishes it from previous research is in the selection of music festival events carried out to build brand awareness of a starcross clothing brand, besides that the uniqueness of Starcross itself in packaging the Wild Ground Festival event is that there are creative workshops, fun games skate school, and also live podcasts or talk shows, and the most prominent of the Wild Ground Fest itself is the performing band that enlivened the event, namely the pop punk band from Wrexham, Wales, Neck Deep (Potts, 2019).

This research will discuss how promotional activities used by starcross in increasing brand awareness, judging from previous research promotional activities by holding events to increase brand awareness will be quite effective. This research will focus on how promotional activities by holding festival events are used by starcross in an effort to increase brand awareness.

2. Method

This research uses a descriptive qualitative method with a case study approach. Where a method used to answer research problems related to data in the form of narratives sourced from interviews, observations, and extracting documents (Sugiyono & Lestari, 2021). The subject of this research is Starcross Streetwear. The object of research in this study is the Wild Ground Fest as a media or promotional activity to increase brand awareness of the Starcross streetwear. The data analysis technique used in this qualitative research is to reduce data, present data, and draw conclusions (Sarifudin et al., 2020).

3. Result and Discussion

3.1 Starcross Promotion Strategy through Wild Ground Event in Increasing Brand Awareness

Began to Market his products to the creative community in the city of Yogyakarta. Nowadays if people have a streetwear clothing brand, they will easily market their products, it's all because of social media (Zeeshan & Saxena, 2020). It took Starcross many years to be able to gain awareness and also their target market again because they had to survive in the era of competitors who had a similar target market to them. Therefore, to increase and expand awareness of the brand name and tagline, they created a music festival event "Wild Ground Fest" (Deiss & Henneberry, 2020). The focus of this research is to find out how the strategy carried out by Starcross in increasing brand awareness through promotional activities through the Wild Ground Festival event. This research uses the post-positivism paradigm, the method used in this research is qualitative (Pratiwi, 2022). The theories used in this research include promotion theory and brand awareness theory. The result of this study is that Starcross itself has a way of increasing brand awareness with promotional activities through the media festival event, because they want to rediscover the brand awareness of starcross, actually the market in Jogja and its surroundings already know what message the starcross brand itself carries, but on this occasion they want to try to develop a bigger medium, namely the Festival a larger number of people who can come, Starcross decide to use festival event media because of the dynamism of the market and also the changing behavior of the market.

Starcross has been doing a lot of activities to improve or introduce products. As a streetwear brand, it has been 19 years since starcross has marketed products, the market characters that starcross goes through have also changed, be it music trends or the behavior of young people today, that's how they (Starcross) do promotional activities. Therefore, to increase and expand the awareness of the brand name and tagline, they created a music festival event which is none other than "Wild Ground Fest" (Wardani et al., 2023).

Starcross itself held a wild ground fest event starting from the owner's aspirations who wanted to rediscover brand awareness from starcross, the owner wanted to try to develop a bigger medium, namely the Festival, even more people who could come, because previously the event from starcross itself could only be enjoyed by their target audience who only came from Jogja and its surroundings. The owner's hope by holding this festival event is that he wants to represent the starcross brand

itself, and also he hopes to become the face of one of the colors of music and the image of young people in Jogja and in Indonesia (Charlesworth, 2020).

From the results of the research obtained in the promotional part of the wild ground festival event, there is a promotional mix strategy that is applied in introducing and conveying their event message to the target market by Starcross, each of which has a role and is explained as follows:

1. Marketing through advertising (Advertising)

Advertising provides information that can increase the value of product sales to consumers. In the context of advertising media, it is a form of communication that aims to invite individuals who see, read, or listen to it to take certain actions (Saputri et al., 2021). The advantage of advertising is its ability to continuously create meaningful value. Advertisements are conceived with a variety of different objectives in mind, and the focus of the advertisement should be in accordance with the target market and marketing strategy that has been previously established (Rani, 2019). Starcross uses an advertising model that relies on electronic and print media to introduce and spread messages about the events they organize (Kurniawan & Luthfi, 2015).

a. Billboards

Billboards are one of the most effective means of promotion. Banners are installed in places that are considered the most strategic and easy to see. For example, at road junctions and urban corners. This is considered the most strategic because people easily see. Although there are various means of outdoor advertising, billboards are the main outdoor media. Billboard advertising is designed to introduce brand names and events as its main purpose (Amin & Priansah, 2019).

The placement of billboards is also very decisive about the message in the billboard to be conveyed. From the results of the research, Starcross uses billboards as a tool to promote their events and brands through the installation of billboards at points that they have, for example on the North, South, and West Ringroad as well as several cities that are the distribution of the Starcross brand itself such as Solo, Salatiga, and also some outside Java such as Medan and Kalimantan.

b. Website & Social Media

Starcross also promotes through websites and social media to introduce and spread messages about the events they organize (Wong et al., 2021). The website of the festival event itself is wildgroundfest.com and also social media for the Instagram platform, @wildgroundfest.

3.2 Wild Ground Fest Event Management carried out by Starcross

In packaging the wild ground fest event itself, Starcross has its own uniqueness in managing the wild ground fest festival event (Kustiawan et al., 2022). Here Starcross also does not forget to look in detail at what makes this festival grow and get better with the artistic and experience they offer and also with the activations they offer besides music which they will always develop. As in the event management theory contained in the theory of this research, where a successful event consists of five important aspects that must be considered, namely: Research, Design, Planning, Coordination, and Evaluation (Mahmudah & Rahayu, 2020). By paying attention to these 5 important aspects, Starcross held various activations and creative activities that were still related to the background of the starcross brand itself such as for example they held creative workshops, fun games skate school, and also live podcasts and talk shows, As well as the most prominent of the Wild Ground Fest itself is that they also invited the performing band in attendance, namely the pop punk band from Wrexham, Wales, Neck Deep, besides Neck Deep there are also several local bands that enliven the festival music event organized by Starcross, such as The Adams, Reality Club, White Shoes and The Couples Company, Mario Zwinkle, and Shaggydog and also Scandal. In addition, in marketing its products at the wild ground fest event, Starcross also released special articles that were only sold at the wild ground fest event.

4. Conclusion

Starcross' use of Wild Ground Fest as a promotional tool to increase brand awareness is an important strategic move in the marketing world. The festival serves as an effective platform to

reach a wider and diverse audience. Through these festival activities, Starcross can actively engage in direct interactions with potential customers, introduce their products, and expand people's knowledge about the products or services they offer. In addition, the festival also creates a positive experience for visitors, which can strengthen the emotional bond with the Starcross brand. Through enhanced brand awareness, Starcross can expand their market reach and strengthen their brand position in the market competition. Thus, the use of Wild Ground Fest as a promotional tool is an endeavor that has the potential to yield positive results in Starcross' brand development and business growth.

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