



Utilization of social media Instagram as a promotional media for the Band Death Vomit in 2022

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Keywords

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Social media is a medium used by people all over the world. Social media has many benefits for its users, namely that it can be used for forums, virtual worlds, blogs and social networks. One of the promotional media that is often used by the community is Instagram, Instagram is a photo and video-based social media that can be used as a reference by the community. Currently, there are many Instagram social media users so that a lot of information is disseminated and one of them can be used as a promotional tool for works such as music. One of the bands that utilizes Instagram social media is Death Vomit, Death Vomit is a band from Yogyakarta with the Metal genre. The purpose of this research is to find out how to use Instagram as a means to promote Death Vomit. The method used is descriptive qualitative, the data collection technique is done by interviewing 2 sources and documentation. Data analysis techniques in this study include 3 stages, namely data reduction, data presentation and conclusions drawing. The results of this study state that DeathVomit conducts marketing communication through Instagram with the stages of preparing the formation of the message to be addressed then determining the concept followed by choosing Instagram as a medium after which a content plan is made, Death Vomit also consistently uploads its concert schedule posters on Instagram so that fans who are waiting to see Death Vomit perform can flock to come to the event. Death Vomit also promotes its songs through Instagram which can be listened to through the digital platforms youtube and Spotify. With this promotional strategy, Death Vomit fans can find out all the updates about the band.

1. Introduction

Social media is a medium used by all people in the world. Social media is commonly referred to as online media which has benefits for the user community, which can be used for forums and virtual worlds, social networks, and blogs. Social media is made to make it easier for people to communicate in two directions or interactively (Hadit Prasetyo & Purnamasari, 2021). Social media is a gateway for its users to improve communication and promotion to attract the general public (Hastuti et al., 2022). There are several kinds of social media such as facebook, whatsapp, line, twitter, youtube, linked-in, and Instagram (Menungsa & Sari, 2023).

One of the promotional media tools that is often used by the public is Instagram. Instagram is a digital media that provides facilities to its users, which can upload photos and videos (Johana et al., 2020). Instagram can be a medium of information that can be used as a reference for the community. Currently, there are many Instagram social media users so that a lot of information is disseminated and can be received by all people in the world. At this time Instagram is widely used as a means of promotion (Nandaryani et al., 2021). not only buying and selling but can also be used as a means of promoting works such as music (Utami, 2022).

The art of music is the expression, reaction and appreciation of humans towards various phenomena of life, both from within and from their own culture, history, nature and environment, in

various forms of musical arrangements and sound processing (Hartono et al., 2021). Music is individual and universal, able to penetrate differences and express people's deepest feelings and thoughts, even those that cannot be expressed through spoken language (Muhammad & Radithya Alfadjari, 2021). Music encourages people to feel and express beauty through sound arrangements (Syahdan, 2022). Through music education, people are invited to think and work artistically and aesthetically in a way that allows them to create, appreciate and value global diversity, and feel better physically, mentally and spiritually, which ultimately affects human life and the continuous personal development of each individual (Potts, 2019).

Nowadays music is arguably a part of human life, music is a means of expressing oneself in human life. According to Walsh (2014) music has many benefits and can strengthen the mentality that has a good effect on the listener. There are many types of music genres, namely jazz, blues, pop, reggae, hip-hop, rock and others.

According to Thomas (2023) Rock music is classified in the repertoire of popular music in the world. Rock music began to be recognized in the mid-1960s. Rock music itself is very different from other popular music because rock music uses a strong beat and is dominated by electric guitars (Smith et al., 2023). Some rock bands later developed into hard rock and heavy metal. In the 1970s, rock music developed further, especially metal, which developed into death metal, hardcore, trash metal, glam metal, gindcpre, and black metal. Metal music is a harder alternative to rock music (Dhaenens, 2023). In Indonesia, especially in the city of Yogyakarta, there are several examples of bands that have a metal genre, namely Exhumation, Deadly Weapon, Devoured, Metallic Ass and Death Vomit.

Table 1. list of Metal bands in Yogyakarta

NO	Band Metal di Yogyakarta	Followers
1	Exhumation	2.885 ribu
2	Deadly Weapon	2.239 ribu
3	Devoured	2.869 ribu
4	Metallic Ass	1.573 ribu
5	Death Vomit	71.200 ribu

Source: Instagram Account Exhumation, Deadly Weapon, Devoured, Metallic Ass dan Death Vomit in Mei 2023.

According to the website YowisBand.com, Death Vomit is a metal band formed in 1995. In 1997 Death Vomit or commonly known as DeVo was invited by Musica Record to contribute a song to the album "Metal Klinik". The band released its first mini album in 1999 under the name "Eternalli Deprecated", then in 2002 the album was re-released by Extreme Souls Production. The band originally consisted of 4 personnel, namely Dede (vocals), Wilman (guitar), Ary (bass), and Roy (drums), then over time Death Vomit remodeled its personnel with 3 personnel, namely Sofyan Hadi (Vocals, Guitar), Oki Hariwibowo (bass), and Roy Agus (Drums).

The Death Vomit band is one of the senior metal bands in Yogyakarta that is creative in its work, although this band has been around for almost 30 years, it does not rule out the possibility of continuing to compete in a very tight music industry. This cannot be separated from the promotional strategy in competing by using instastory features, reels and instagram feeds with interesting content, such as uploading footage in the form of photos and videos of Death Vomit moments when performing concerts in various cities and uploading videos when they are recording their new album entitled Dominion Over Creation. Utilizing Instagram features to the fullest can certainly add to the selling point of Death Vomit. The band continues to follow trends from year to year by being active on social media, namely Instagram, which currently has reached 71.2 thousand followers.

In 2022 Death Vomit seeks to increase promotion by increasing the content uploaded via Instagram social media by 27 contents, while in 2021 Death Vomit only uploads 20 contents on Instagram.

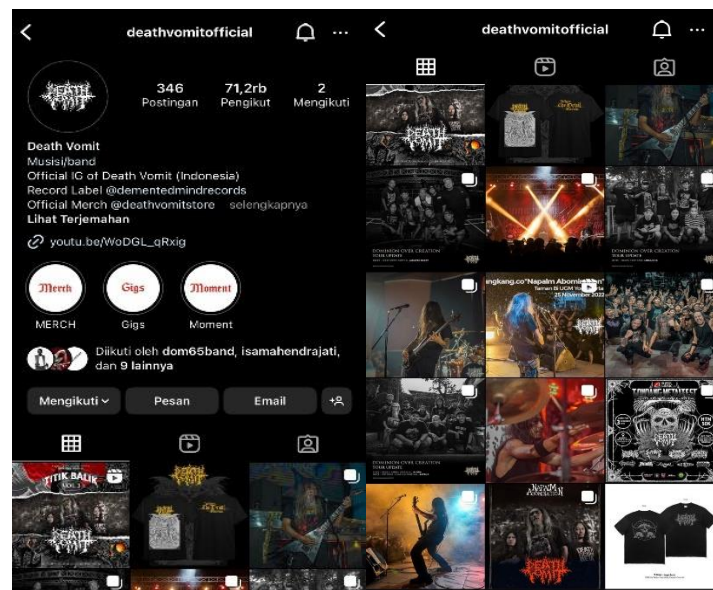


Fig 1. Profil Instagram Death Vomit

Source : <https://www.instagram.com/Deathvomitofficial>

Based on the background of the above problems, researchers are interested in conducting deeper research on the promotional promotion strategies used by the band Death Vomit with the title "Utilization of Instagram Social Media as a Promotional Media for the Death Vomit Band in 2022".

2. Method

The above research uses qualitative methods. According to Moleong (2017) Qualitative research is research that aims to understand events or phenomena carried out by research subjects such as perceptions, motivations, behaviors, actions and so on by describing them in the form of words.

Meanwhile, according to Ahmadi (2009) qualitative research is research that emphasizes meaning and interpretation, as well as knowledge from the perspective of participants. Successful qualitative research requires appropriate strategies depending on the nature of qualitative research (Turner, 2010). Researchers use data triangulation to check the validity of data by means of interviews and documentation (Hastuti et al., 2022). According to Lexiy J Moleong (2022) Triangulation is a data validity checking technique that uses something other than that data, Triangulation aims to determine the validity of data from research data sources.

The interview technique is a systematic way to collect information in verbal form about something that happened in the past, present and future. The documentation technique is used to collect data from various sources, such as publications, news, and the internet, to analyze information related to Death Vomit's Instagram posts. This research uses three types of qualitative analysis activities, namely data reduction, data presentation, and conclusion drawing. Researchers used data source triangulation techniques to verify the validity of the data, which involved data from various sources, methods, and time.

3. Result and Discussion

Marketing communication strategies are new approaches to inform consumers about products and benefit from marketing efforts (Knowledge, 2020). These strategies include advertising, promotion, customer service, community and government relations, long-term planning, and personal communication. Each communication strategy has strengths and weaknesses and should be applied or avoided to ensure effective and efficient marketing (Prihatiningsih, 2017).

Basically, a communication strategy consists of planning and management to achieve a desired goal. To achieve these goals, the strategy must indicate operational tactics, not just shortcuts. Communication strategy is a procedure used to organize and plan communication to achieve certain goals (Effendy, 2017). To carry out the marketing communication strategy of the band Death Vomit through Instagram, the first step is to dissect the points one by one what they want to pour on the Instagram medium. For more depth, they did a breakdown of each project that would be carried out and agreed with the timeline that they would work on, such as the main message, the location of the gig and the Death Vomit gig schedule. According to the Death Vomit creative team, this is done because they want to share the fun (Death Metal music) as far as possible, so that it can be regenerated in the future. The media used is Instagram because according to Jeffry as the Death Vomit creative team, Instagram is a medium that is quite accommodating to their needs in marketing and conveying Death Vomit's works.

For advertising methods, Death Vomit rarely uses the ads feature on Instagram, Death Vomit sharpens and optimizes the concept and pre-project, and manages the scheme organically. The advertising objectives carried out by Death Vomit over time continue to grow, and the results obtained for streaming on spotify and on other channels are quite ideal.

According to Singh et al., (2021) Promotion is a type of marketing communication in which companies carry out marketing activities with the aim of disseminating information, influencing, or persuading target markets to be willing to accept, buy, and remain loyal to the goods and services they offer. For sales promotion not only with visual content but also by always considering the moment to convey Death Vomit's work and products in a disciplined manner, this is done in an organic way and produces something optimal. In running sales promotions, Death Vomit is not only targeting local people in Jogja and Indonesia, but their target now is metal heads around the world, especially in areas they have visited such as Southeast Asia and Australia. Jeffry admits that for now digital media, especially Instagram, can accommodate Death Vomit's work more widely and quickly plus Death Vomit's digital archive is well stored.

Instagram users can hone their creativity in the field of photography because Instagram has an effect feature that can make photos better, artistic, and beautiful (Kharisma Zhuhriani et al., 2021). In promoting a work, bands are certainly competing to use Instagram as a promotional tool in the business world. Therefore, attractive visual content is very important to attract the attention of the audience and differentiate it from other visual content. Death Vomit always makes a minimum plan for the next 6 months about what they will do, with this plan there is an important role of Instagram which is Death Vomit's main medium at this time to convey to Followers. Death Vomit also utilizes all the features on Instagram, one of which is reels whose work will be arranged as well as possible the scheme, from issue to pre-project. This has an effect on achieving Death Vomit's marketing goals, because every Death Vomit Instagram account uploads something, there must be very high interaction from followers to comment, like and share the post. This happens because Death Vomit utilizes features on Instagram such as hashtags and others in order to be more precise and faster in reaching Death Vomit's marketing targets.

In approaching themselves to fans, Death Vomit has a discussion room or medium called Jogja Corps Grinder (JCG). In this medium Death Vomit often meet and meet to discuss about Death Metal music itself. Death Vomit has its own message for fans, they want Death Vomit fans to also love what they love with their own pleasure, and want regeneration for metal music itself because according to Jeffry "many younger friends, especially those who know our work, this is what we always hope to always regenerate, and we are very grateful to friends who always support and help Death Vomit until now, we say thank you very much".

4. Conclusion

Based on the research results that have been presented above, Death Vomit utilizes Instagram social media because the media is sufficient to accommodate Death Vomit's needs in marketing music and other works. Death Vomit also dissects one by one what they will do because they see that the target of this Death Vomit music group is not just local metal heads but includes metalheads around the world. In promoting on Instagram, Death Vomit rarely uses the ads feature, but the feature they often use is reels because this feature provides a wide reach compared to other features on Instagram.

based on the research above, Instagram plays an important role in promoting the music and works of Death Vomit music group to the whole world.

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