



Management of Content at @HOOKSpace on Instagram to Promote a Full Concert Streaming Event

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ABSTRACT

Keywords:
Communication
Content Management
Instagram
Social Media

In recent years, the music industry in Yogyakarta (Jogja) has experienced rapid growth in line with the increasing public interest in various music genres. One prominent phenomenon in Jogja's music ecosystem is the organization of music concerts, which serve as a stage for both local and national talents. @HOOKSpace is a concert content media based on Instagram that uploads photos and videos of concert events. The aim of this research is to describe the content management of @HOOKSpace in increasing brand awareness as concert content media through Instagram (March – May 2023 period). The research method used in this study is qualitative descriptive research with a case study approach. The data sources for this research come from interviews with the Director, media staff, and marketing communication staff of @hookspace, and documentation from the official Instagram account of @hookspace. The findings from this research indicate that the content management of @HOOKSpace to enhance brand awareness is carried out through several stages: Setting Goals, Target Market Mapping, Content Conceptualization and Planning, Content Creation, Content Distribution, Content Strengthening, and Content Distribution.

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1. Introduction

This research is based on the phenomenon of the rapid development of music concert content media in Indonesia. Furthermore, the intensifying competition brought about by technological advancements has given rise to a number of intriguing phenomena, encouraging audiences to select music concert content on social media based on their personal preferences. Music concerts themselves are not a new phenomenon in Indonesia, but they have rapidly developed and become increasingly diverse. In 2023, after the pandemic, the music concert industry became one of the most competitive and continued to grow over time.

The use of promotional media also needs to be carried out effectively by business actors in the current digital era because technology and information, especially the internet, are developing rapidly from year to year. Social networks are media that allow customers to search for and share various types of information with other users or business actors and can also be used in the opposite way (Anizir anizira & Restu Wahyuni, 2017).

Instagram, the third most popular social media platform in Indonesia, follows YouTube in first place and WhatsApp in second (Gogali & Tsabit, n.d.). Information can now be easily and quickly disseminated without anything stopping it. Instagram is a social media platform that significantly impacts businesses. Currently, Instagram boasts 700 million users, sharing around 60 million photos

daily, resulting in 1.6 billion likes. The most popular app for sharing photos and videos is Instagram (Untari & Fajariana, 2018).

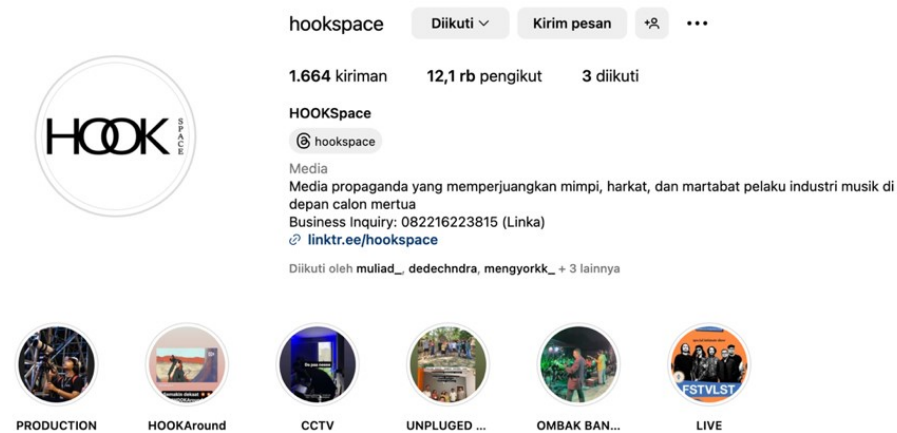


Figure 1. Profile of the Instagram account @hookspace
(Source: <https://www.instagram.com/hookspace/?hl=id>)

The Instagram account @HOOKSpace is one of the businesses that has already been using Instagram to upload photos and videos of concert event activities. Seeing the current development of media that is almost identical in content, a distinction or advantage is needed as an assessment of the effectiveness of the developed Instagram media. Social media also allows us to interact more easily with users of other applications around the world using various features offered. The advantages of @HOOKSpace as an Instagram account focused on concert music content can include various elements that distinguish it from competitors and attract the audience's attention. Here are some possible brand advantages that @HOOKSpace has: Exclusive Content, Visual and Audio Quality, Collaborations with Famous Musicians, Hashtags and Interaction, Event Information and Concert Dates, Behind-the-Scenes Stories, Creativity in Posting, Contest or Giveaway Promotions.

This research refers to three previous studies, namely the study conducted by Al Badar and Endri Listiani titled "Social Media Marketing Management Strategies in Increasing Brand Awareness." It explains how the social media management strategies implemented by Lil Public enhance brand awareness (Al Badar & Endri Listiani, 2023). The next study by Diniati and colleagues, "Management of Instagram Social Media Content as a Digital Marketing Strategy for Hotel Dafam Express Jaksa Jakarta," describes how Hotel Dafam Express Jaksa Jakarta uses Instagram social media content management as a digital marketing strategy (Diniati et al., 2023). Lastly, the research conducted by Jeanette Maria Evita & Diana Amalia, titled "Content Management Strategy on the Instagram Account @syca.official in Building Customer Engagement," explains how content management strategies can enhance consumer engagement (Jeanette Maria Evita & Diana Amalia, 2024). This research sets itself apart from previous studies by concentrating on the content management of @HOOKSpace, a platform that primarily focuses on music concert content, with the aim of promoting full concert streaming events. The aim of this research is to understand and describe how @HOOKSpace manages content on Instagram to promote full concert streaming events (Period from March to May 2023).

2. Method

This method uses a qualitative descriptive research method. Qualitative descriptive research is a research procedure that produces descriptive data in the form of written or spoken words from individuals as well as observable behavior. This method uses a case study approach, which is an in-depth research effort utilizing various sources of evidence on a single entity limited by space and time (Haryoko Sapto et al., 2020). The data collection technique in this research uses interview and documentation techniques. The validity test in this study uses source triangulation. Triangulation

Triangulation of sources can enhance the reliability of data by verifying the data obtained during the research through multiple sources or informants (Andarusni Alfansyur & Mariyani, 2020).

3. Result and Discussion

The results of this research were obtained from 3 informants, namely the director, media staff, and marketing communication staff of @hookspace. The selection of these sources aims to ensure that the information obtained is relevant, credible, and supports the research objectives.

In content management at @HOOKSpace, essentially, content management aims to promote content through its creation and dissemination. Effective content involves creating original content internally or selecting it from external sources. Here are the steps required in the content management process. And here are the 8 steps and stages carried out by @HOOKSpace to promote similar content as Kotler et al. (2017).

3.1. Setting Goals

In managing content on Instagram, Hookspace focuses more on audio and visual elements to expand reach and interaction on Instagram, making it easier to be accepted by the target audience and also to reach a wider audience.

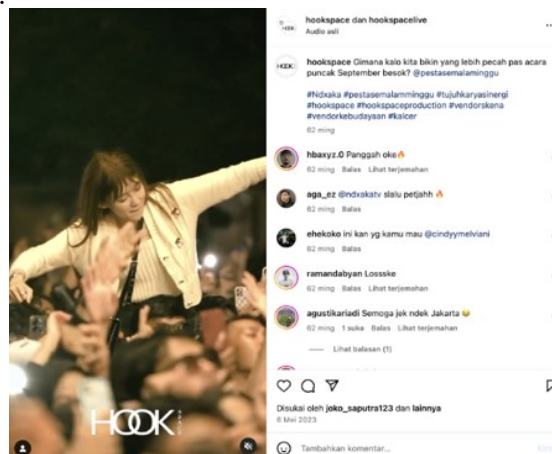


Figure 2. Content Marketing Hookspace

Content marketing must have clear objectives. Without clear and precise goals, marketers can easily lose direction when creating and distributing content (Kotler et al., 2017). Hookspace wants to expand its reach and enhance interaction and content management used on Hookspace's Instagram social media by using audiovisuals to make it easily understandable for the audience.

3.2. Market Target Mapping

In accordance with the target audience determined at the beginning, the documentation results show that the majority of the Millennial audience falls within the age range of 18–25 and 25–45 years.

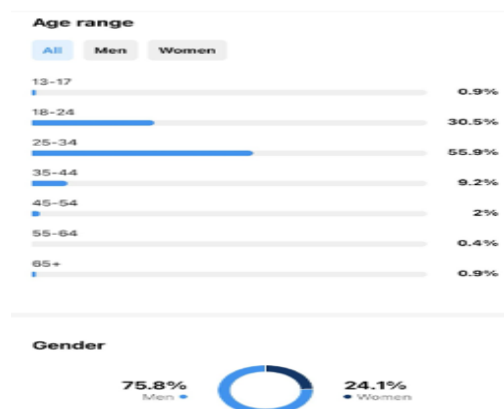


Figure 3. Market Target Mapping

After setting their goals, marketers choose the group they want to target. They cannot just set general targets. After narrowing down the consumer group they want to target, marketers need to create a consumer profile (Kotler et al., 2017). @HOOKSpace has a target audience here, which includes young college students and workers aged 18-25 and 25-45 who might want to see advertisements with audiovisual content that is simple to enjoy.

3.3. Content Ideation and Planning

Hookspace wants to provide an experience to online viewers while still feeling the atmosphere of watching live with the gimmicks, audio, and visuals presented during the event because the target audience can watch on Hookspace's YouTube channel.

The content concept created must combine relevant themes, appropriate formats, and strong narratives. Marketers need to research the appropriate content format for delivery, and to find the right theme, they must consider two things. First, the content must be clearly relevant, and second, the story within the content must well reflect the brand's character and values. (Kotler et al., 2017). Hookspace has already provided engaging and easy-to-understand audiovisual content to generate significant engagement in content planning.

3.4. Content Creation

The stages in content creation begin with the content planner, who creates a brief according to the schedule and collaborates with Hookspace. Next, the graphic designer executes the content creation, and the admin uploads it.

Content creation has the potential to become an independent business. This requires marketers to act like publishers with competent writers and editors. An effective internal content producer must uphold the principles of journalism and maintain high standards of editorial integrity. They must remain neutral towards the brand they are developing. In addition, they need to learn how to create interesting and entertaining stories. (Kotler et al., 2017). The stages in content creation begin with the content planner, who creates a brief according to the schedule and collaborates with Hookspace. Next, the graphic designer executes the content creation, and the admin uploads it.

3.5. Content Distribution

The distribution of Hookspace content uses its own media, which has full control to distribute content anytime using Instagram through the feed, reels, and Instagram Stories features.

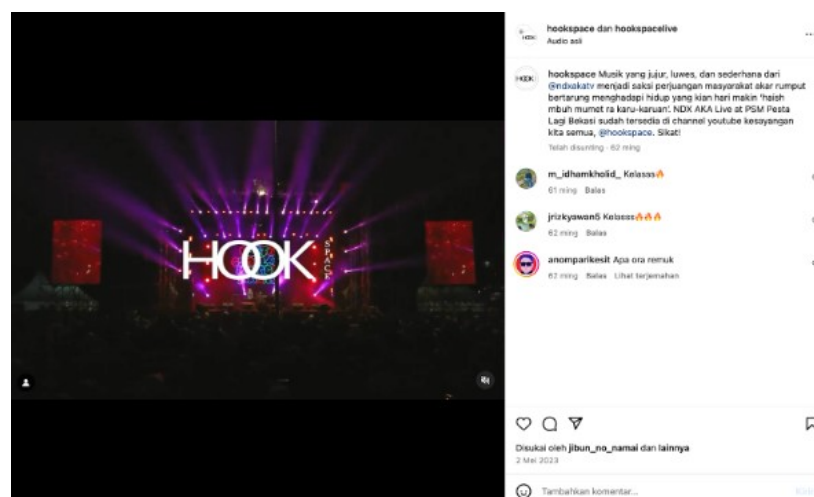


Figure 4. Content Distribution

The quality of content is only beneficial if it can reach the target consumers. Despite the abundance of available content, consumers may easily overlook certain content during distribution. Therefore, marketers must ensure proper distribution to enable consumers to find their content. While we often associate content marketing with the digital era, it doesn't necessarily occur through digital media. (Kotler et al., 2017). Hookspace already utilizes Instagram features like reels, feeds, and Instagram stories for the distribution of its content.

3.6. Content Strengthening

The content enhancement carried out by Hookspace using gimmicks to entertain the audience and leverage the traffic generated by each of its contents, after which Hookspace uploads collaborations with other media or specific groups.

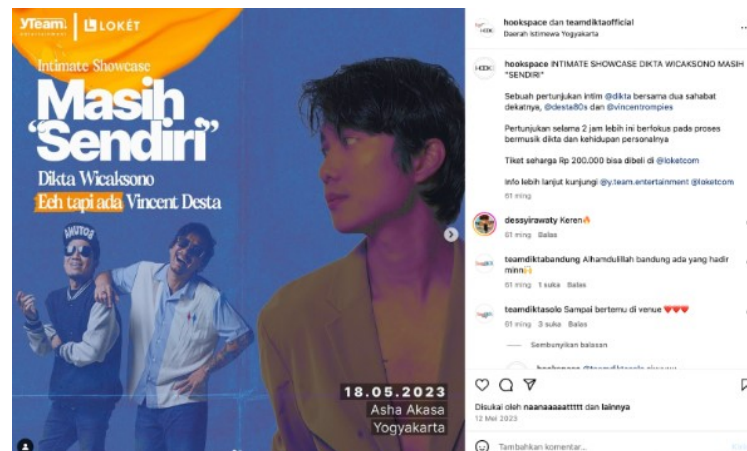


Figure 5. Content Strengthening

The key to achieving effective media distribution is by strategically reinforcing the content. If the content can reach influential people within a certain group, then it is highly likely that it will go viral. After strengthening the content, marketers should actively engage in related conversations as their first step. Kotler et al., 2017). Hookspace is currently strengthening its content by leveraging existing traffic to increase the number of likes and views on its content.

3.7. Content Marketing Evaluation

Hookspace conducted the evaluation by examining the analysis features available on the Instagram social media platform, such as likes, comments, shares, saves, and the increase and decrease in followers.

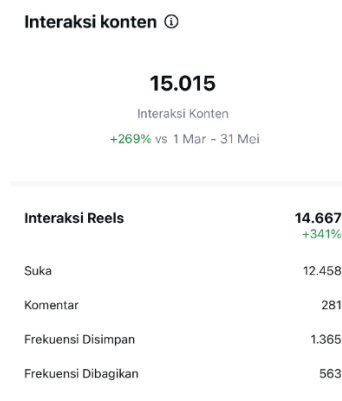


Figure 6. Content Marketing Evaluation

After distributing the content, evaluating its success is a crucial step. This involves evaluating performance both strategically and tactically. Strategically, marketers need to evaluate whether the content marketing strategy has successfully achieved the established sales and brand-building goals. It is easy to conduct and integrate the evaluation with the overall brand performance evaluation when the objectives are clear and aligned with the business goals. Kotler et al., 2017). Hookspace conducted the evaluation using the analysis feature on Instagram, which can serve as a measure of the success of content marketing.

3.8. Content Marketing Improvement

Improvements and updates made with each change in music genre uploads on Hookspace content to avoid monotony and to engage with the audience through visual content, captions, and also the airing schedule.

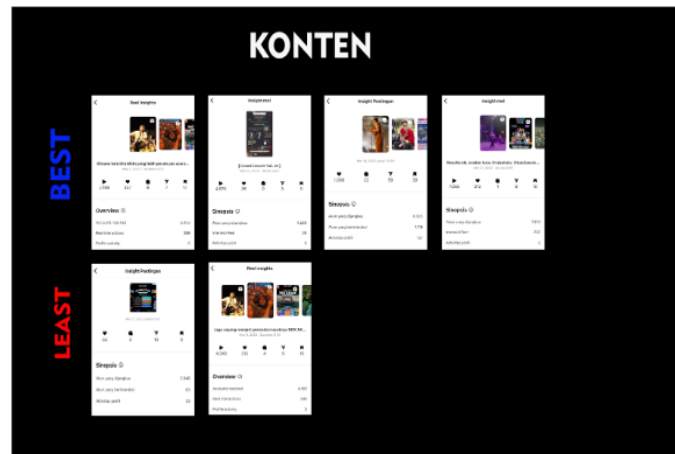


Figure 7. Content Marketing Improvement

Improving content marketing can be done by monitoring the performance of various themes, formats, and distribution channels. This performance tracking is useful for analyzing and identifying improvement opportunities in detail. Kotler et al., 2017). @HOOKSpace continues to make updates and improvements to its content, even though it still experiences fluctuations in the number of views and followers on Hookspace with each change in music genre.

4. Conclusion

@HOOKSpace has managed content on Instagram based on the presented research and discussion. It is concluded that the main strategy used focuses on creating content that can enhance interaction, reach, and audience through the use of engaging design, audio, and visuals. @HOOKSpace implements 8 stages in its content management process, which include setting brand-related goals, mapping the target market, designing and planning content, creating content, distributing content, amplifying content, evaluating content marketing strategies, and refining content marketing.

Research reveals that @HOOKSpace on Instagram has implemented content management quite well with what is posted through its Instagram feed. However, there are shortcomings, and the researchers suggest that @HOOKSpace create more original content with an emphasis on writing, as well as recommend that the produced content adhere to journalistic principles to provide better structure in the content creation schedule. Additionally, a refresh in design and content approach is needed to avoid monotony, as well as consistency in content upload frequency. The use of Instagram ad features to promote full streaming concert events is also recommended, as is utilizing the Reels feature to reach an audience beyond the main reach of @HOOKSpace.

5. Acknowledgement

The author thanks Allah SWT for all His blessings, which enabled the successful completion of this research. First, I would like to express my gratitude to myself for having successfully overcome everything. After that, I would like to thank Erwan Sudiwijaya, S.Sos, MBA, M.A., who has provided guidance and encouragement throughout this research process. I also extend my thanks to my family, friends, and everyone who has supported me.

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