



Marketing communication strategy of indie music group the dare through Instagram in attracting audiences for the Javakensi tour 2022

Muhammad Humam Yassar Al Wafi¹

¹Faculty of Social and Political Science, Muhammadiyah University, Yogyakarta, 55183, Indonesia

Corresponding Email: m.humam.isip19@mail.umy.ac.id

Keywords

Marketing Communication
Communication Strategy
Music Group
Instagram

Instagram has become a social media that is quite used by many people, creating a new style of using Instagram, which initially only became a social networking platform to become a medium for marketing business ventures and services. The Dare music group in conducting a tour around the island of Java carried out a communication strategy through Instagram to attract fans to come on their tour called Javakensi Tour 2022. What will be the focus of this research is how the marketing communication strategy of The Dare music group through Instagram in attracting Javakensi Tour 2022 audiences. In this study, data collection techniques were carried out by conducting interviews with the three sources and documentation. The data analysis technique in this research will go through three stages, namely; data reduction, data presentation, and conclusion drawing. The result of this research is that The Dare music group conducts marketing communication through Instagram with the stages of preparing the formation of the message to be conveyed then determining the concept which is continued with the selection of Instagram as a medium. After obtaining the data, the content plan and scheduling of the content to be uploaded are made, after obtaining the information and data needed in the form of the exact location where the Javakensi Tour is carried out, and the days and dates that have been fixed and also the main themes and messages that The Dare music group will carry during the tour. Then marketing on Instagram is carried out by following the schedule and content priorities that have been determined by utilizing features from Instagram such as the use of Hashtags (#JavakensiTour2022), as well as utilizing the Reels feature, and writing captions and stories on Instagram.

1. Introduction

The development of the era brings us to a more advanced era that makes it easier for us to carry out various kinds of activities, especially in the digital world. Social media is one of the results of the development of the digital world, social media as "a group of internet-based applications formed on the basis of Web 2.0 ideology and technology, and which allows the creation and exchange of user-generated content" (Kaplan & Haenlein, 2010).

In the process of development, social media such as Instagram has not only become a social networking platform but has also started to become a platform for developing businesses. Many businesses have started using Instagram to utilize their services and reach millions of users. From famous brands or just small businesses, we can find them all among the thousands of user profiles using Instagram for business. (Holmes, 2015).

In Indonesia, the creative music industry is one of the most active industries in using social media as a means of introducing themselves or marketing their products. Starting from musicians with labels

and indies, the majority of them actively use social media, especially Instagram as a medium of introduction and marketing. In Indonesia, the definition of indie means freedom, but they are very concerned about the details of each of their works that will be published to the public and it becomes an important thing to improve the quality of a work (Widowati, 2021).

The Dare is one of the new music groups from Lombok with the indie pop genre who has just started his career not long enough, reported in IDN Times jatim, this music group was formed in February 2018 starting with a personal project that was carried out accidentally. Made up of Riri (Vocals, Guitar), Desita (Drums), Meigali (Bass), and Yollanang (Guitar) are made up of 4 women. The word "Dare" itself has a double meaning which in English means "Dare" and in Sasak Language means "Girl". The Dare dares to prove that female music groups can also compete nationally and internationally (Agustina, 2022).



Figure 1. Javakensi Tour information uploaded on Instagram of the music group The Dare

Source: https://www.instagram.com/p/Cd53AuKh2gh/?img_index=1

In 2022 after the fading of the Covid-19 pandemic which in 2020 to 2021 made all industrial activities stop, The Dare music group finally organized their first big tour. The tour, named Javakensi Tour, lasted for 1 month and was located on the island of Java. Before and during the tour period, The Dare music group used Instagram social media as a means of informing and marketing a series of activities carried out during the tour. Having personnel who are all women is a different thing in the music world, especially since The Dare is active in the indie music scene. Successfully completing its tour on the island of Java, The Dare proved that indie bands with female personnel can also compete with other bands, especially The Dare are a music group from Lombok who are not from the island of Java, which in Indonesia itself in the creative industry, especially in the music scene, is still Jakartacentric, which means that if a group is not from Java or even Jakarta, it will be difficult to achieve popularity because it is not a concern because it does not come from the Jakarta area. Jakartacentric is a term used to describe Jakarta's cultural, economic and political dominance over other regions in Indonesia.

Not only focusing on the Javakensi Tour 2022, The Dare music group actively uses Instagram social media as a medium of information and marketing communication regarding activities carried out by The Dare music group or to promote the latest song releases and also the performance schedule that The Dare will carry out. The Instagram account already has 30.4k followers and has posted 285 posts since the account was created in February 2018.

The research questions were determined as follows "How is the Marketing Communication Strategy of Indie Music Group The Dare Through Instagram in Attracting Audiences for the Javakensi Tour 2022". And this research is expected to be useful for the study of The Dare music group's marketing communication strategy through Instagram in attracting Javakensi Tour 2022 audiences. This research can also be used as evaluation material in developing the right marketing communication strategy for The Dare music group.

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. The subject of this research is The Dare Indie Music Group. The object of research in this study is the marketing communication strategy of the Indie music group The Dare through Instagram in attracting Javakensi Tour 2022 audiences. The data analysis technique used in this qualitative research is to reduction data, present data, and draw conclusions.

3. Result and Discussion

3.1. Marketing Communication Strategy Planning of The Dare Music Group in Attracting Audiences for Javakensi Tour 2022

Marketing communication is a way that companies use to convey information, invite, and remind consumers about the products and brands offered, both directly and indirectly. For consumers, this communication has an important impact. The implication is that marketing communication involves a social interaction between at least two individuals, where one sends a message or stimulus to the other (National & Pillars, 2020).

In carrying out the marketing communication strategy of The Dare music group as the performer of the Javakensi Tour 2022, they carry out the initial stages in preparing marketing communication. Desitaqa, who is the drummer of The Dare music group, revealed the steps taken by The Dare music group before carrying out marketing communication on Instagram, namely by collecting information about what will be conveyed through Instagram such as the main message, gig location, and gig schedule, and at what event they will perform. Then Meigali, who is the bassist of The Dare music group, added that The Dare music group also first determines what message will be conveyed, what kind of design will be used and what kind of color they want to use because in this Javakensi Tour, The Dare music group also has a theme and campaign that they will present. On this Javakensi Tour, The Dare music group uses a distinctive design style because The Dare uses visuals and layouts that they create themselves, this is also done so that the information that The Dare music group will do is easily recognizable. Desitaqa added that in this Javakensi Tour, the campaign that will be delivered is closely related to their second EP entitled "Women Who Sailed The World" which was inspired by the many women who became sailors and sailed the oceans but not many received more attention. Likewise, in Javakensi Tour The Dare wants to convey that women also deserve their right to expression when watching music performances, The Dare also wants to convey with the aim of creating a safe space for women without having to fear sexual harassment when watching music events.

3.1.1. Marketing Communication Planning Through Sosial Media

The stages of marketing communication through sosial media include identifying audiences and platforms, optimizing communication, managing messages and performance, and actively engaging with consumers (Luttrell, 2018). After getting the material or message and how the message will be delivered, The Dare music group conducts marketing communication planning through digital media. In this case, The Dare music group conducts marketing communications through Instagram, before deciding to carry out marketing communications through Instagram, The Dare music group did some planning. Based on the data obtained through interviews, The Dare music group held discussions to identify which media was most widely used by their listeners by considering which number of followers was the most among the social media owned by The Dare music group. After that, The Dare music group also plans what kind of content they will broadcast, what kind of message they want to convey through Instagram, including the type of design and color that will be used because it is aligned with the concept and campaign carried out during the tour event. In this case, the content planned by The Dare music group is in the form of dividing the types of uploads via Instagram which are divided based on the use of features on Instagram, namely Feed, Reels, and Instagram Story. Then the message to be conveyed is the result of an internal discussion of The Dare music group in the form of conveying a schedule containing the date and day then also the location where The Dare music group will perform besides that the music group also plans to convey promotional messages selling special merchandise Javakensi Tour 2022. And from the planning of content and messages then processed into the form of

design, in this section the music group The dare uses bright colors that tropically follow the theme of this Tour itself, namely Vakansi and also the use of visual assets such as coconut trees and flowers. Then after obtaining the data, The Dare set a schedule for viewing the content that has been determined, in this case The Dare music group only schedules uploads manually without using third-party devices or scheduling features on Instagram.

3.1.2. Instagram as Marketing Communication Media in Attracting Audience for Javakensi Tour 2022

Marketing communications has 8 important underlying aspects, they include advertising, sales promotion, events and experiences, public relations and publicity, online marketing and social media, mobile marketing, direct and database marketing, and personal selling. All these aspects play a role in promoting an idea, product or service, with the aim of achieving customer awareness, improving image and stimulating sales (Kotler & Keller, 2016). In research that focuses on the marketing communication strategy of The Dare music group in increasing audience interest in Javakensi Tour 2022. Online Marketing and social media are the main focus of 8 marketing communication tools. It is an online program activity designed with the aim of engaging directly with customers to be prospected directly or indirectly, with the aim of increasing awareness, improving image, or stimulating sales of products and services. Based on the data obtained, online marketing and social media carried out by The Dare music group in an effort to attract Javakensi Tour 2022 audiences through Instagram are characterized by uploads via Instagram which include information about Javakensi Tour such as the latest performance schedule, the next regional stop. Then in addition to providing information, The Dare music group also promotes special merchandise with the Javakensi Tour theme through their Instagram in the form of Post Feed and Instagram Story. The Dare music group also utilizes the Hashtag feature on each of their uploads in marketing the Javakensi Tour 2022. The hashtag becomes a marker on each upload to make it easier for followers to find information about Javakensi Tour through Instagram. Hashtag is a label used with a symbol prefix (#) which is useful for making it easier to find uploads with certain labels (Atmoko Dwi, 2012).

The explanation of the posts made by The Dare music group in attracting the audience of Javakensi Tour 2022 which is marked by the use of Hashtag #JavakensiTour2022 and starts on May 23, 2022 and ends on July 25, 2022 which is collected in the form of a table with a division by regions used as a Javakensi Tour destination and also the amount and type of content displayed as follows :

No.	Destination	Total
1.	Tangerang	3 Post (2 Feed, 1 Reels)
2.	Bekasi	3 Post (2 Feed, 1 Reels)
3.	Bogor	4 Post (3 Feed, 1 Reels)
4.	Jakarta	3 Post (2 Feed, 1 Reels)
5.	Jakarta (2)	2 Post (1 Feed, 1 Reels)
6.	Bandung	2 Post (1 Feed, 1 Reels)
7.	Magelang	2 Post (1 Feed, 1 Reels)
8.	Semarang	2 Post (1 Feed, 1 Reels)
9.	Salatiga	2 Post (1 Feed, 1 Reels)
10.	Yogyakarta	2 Post (1 Feed, 1 Reels)
11.	Sukoharjo	2 Post (1 Feed, 1 Reels)
12.	Surabaya	2 Post (1 Feed, 1 Reels)
13.	Lombok	2 Post (1 Feed, 1 Reels)
14.	Additional Post	4 Post (All Feed)

Table 1. Javakensi Tour upload count by regions on Instagram

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

The table above presents the amount of upload data made by The Dare music group during the Javakensi Tour event, which researchers will then describe the content description. For the first area that became the initial destination of The Dare music group in running the tour, namely Tangerang

with a total of 3 uploads with the content of the first tour announcement, the results of the recap during the performance in Tangerang in the form of a video and also uploads recalling the performance in Tangerang. Then Bekasi with 2 uploads with the contents of the performance schedule and the results of the performance recap, Bogor also with 2 uploads containing the performance schedule and video recap during the performance, Jakarta which is divided into two sessions, namely Jakarta 1 and Jakarta 2 with a total of 5 uploads containing 2 performance announcements, 2 recap results in the form of videos and 1 upload in the form of photos, then Bandung with 2 uploads with the content of the performance schedule and recapitulation in the form of videos. Continue to Magelang with 2 uploads containing performance schedules and video recap, then Semarang with 2 uploads with the contents of the Schedule of Performances and the results of the performance recap, Salatiga 2 uploads with the contents of the schedule of performances and recap in the form of video, Yogyakarta which also has 2 uploads with the contents of the schedule of performances and video recap, Sukoharjo 2 uploads containing the schedule of performances and video recap, then Surabaya became the last destination on the island of Java with 2 uploads with the contents of the schedule of performances and video recap. Lombok became the final destination which is also the homebase of The Dare music group with 2 posts containing the closing performance schedule and the announcement of the documentary screening during the tour. There were 4 additional uploads containing promotions for Javakensi Tour Merchandise, namely T-shirts and Flags, and there was 1 upload announcing the start of the Javakensi Tour as well as announcing all areas that will become destinations and also 1 upload of thanks to all involved. And also from 35 existing uploads, all of them are uploaded regularly following the schedule that The Dare music group has made before activating on Instagram accompanied by captions that are adjusted to the content that is displayed. Based on the data obtained through interviews, The Dare music group also utilizes the story feature on Instagram for live information updates when they are performing in an area with the aim that fans who have not had the opportunity to attend can also feel the excitement that occurs during the performance and is also intended to persuade other fans to come to the performance in the next area.

4. Conclusion

Based on the results of research related to the marketing communication strategy of The Dare music group through Instagram, which has been described, it can be concluded that The Dare music group carries out online and social media marketing communication strategies through Instagram. The Dare music group carries out stages that need to be prepared by conducting research and determining the message that will be conveyed to the audience by conducting group forum discussions, at this stage The Dare music group determines the main message which is also the theme of Javakensi Tour 2022 which is inspired by their second ep entitled "Women Who Sailed The World". Then followed by research on fans to determine which social media is the most massive use by looking at which social media owned by The Dare has many followers and with that stage found and determined Instagram as a medium. After carrying out the stages before marketing communication, The Dare music group conducts marketing communication through Instagram by broadcasting the content of the message that has been determined and also by utilizing existing features on Instagram such as the use of Hashtags (#JavakensiTour2022, Caption writing, utilization of the Reels feature with a total of 13 uploaded Reels videos which are divided based on the number of destinations visited by The Dare music group during the Tour and also the utilization of the Instagram Story feature which is used to conduct live reports when The Dare music group is on stage.

5. Acknowledgement

In the preparation and completion of this scientific work, it cannot be separated from the help, guidance, and direction of various parties. Therefore, on this occasion the author would also like to express his deepest gratitude to: All parties of The Dare Music Group who have been willing and given permission to become the subject of this research. Desitaqa (Drummer of The Dare music group) and Meigali (Bassist) who have been willing to become sources in this research.

6. References

- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Holmes, J. (2015). *Instagram: Instagram Blackbook: Everything You Need To Know About Instagram For Business and Personal - Ultimate Instagram Marketing Book*. 140.
- Widowati, N. E. (2021). *YUK, INTIP PERKEMBANGAN MUSIK INDIE DI INDONESIA*. <https://decode.uai.ac.id/yuk-intip-perkembangan-musik-indie-di-indonesia/>
- Agustina, S. (2022). *10 Fakta The Dare, Band Indie Perempuan yang Bawa Anak Saat Manggung*. <https://jatim.idntimes.com/hype/entertainment/agustina-suminar/the-dare-band-indie-perempuan-yang-bawa-anak-saat-manggung-c1c2?page=all>
- National, G., & Pillars, H. (2020). *Buku Komunikasi Pemasaran* (Issue July). <https://www.researchgate.net/publication/342644678>
- Luttrell, R. (2018). *Social media: How to Engage, Share, and Connect*. Rowman & Littlefield. https://books.google.co.id/books/about/Social_Media.html?id=o3ww0AEACAAJ&redir_esc=y
- Kotler, P., & Keller, K. L. (2016). *Marketing Management Global Edition* (Vol. 15E). <https://doi.org/10.1080/08911760903022556>
- Atmoko Dwi, B. (2012). *Instagram Handbook Tips Fotografi Ponsel*. Media Kita.