

Promotion Strategy of Rajawali Indonesia Event Organizer in Increasing the Number of Audiences for Prambanan Jazz Festival 2023 Post COVID-19

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Abstract

This research aims to describe qualitatively Rajawali Indonesia's strategy of using a promotion mix such as Advertising, Public Relations, Sales promotion, Personal Selling, and Direct Marketing after COVID-19 including using endorsement services through influencers, displaying advertisements on various media platforms including printed media newspapers and magazines, outdoor media billboards, social media Instagram, Tik-Tok, Twitter, Facebook and other media such as radio and television, media partners and local communities to attract the interest of the wider community. To test the validity of the data, researchers used the triangulation method. The results showed that Rajawali Indonesia successfully utilized all tools in the digitalization era for promotional activities and used the promotion mix as a marketing communication model to increase the number of spectators to >45.000 per day at the Prambanan Jazz Festival 2023.

Keywords : *Promotion strategy, Promotion Mix, Prambanan Jazz Festival, COVID-19.*

Introduction

Referring to the number of events held in D.I. Yogyakarta every year, the role of Event Organizer becomes crucial. Creativity and new innovations are needed both in the service provider business and creative business to fulfill the market needs. One of the Event Organizers in Yogyakarta is Rajawali Indonesia. On the official website of Rajawali Indonesia (Rajawaliindonesia.com), it is written that Rajawali is one of the Event Organizers in the event service provider industry in Yogyakarta, established in 2002. Since its establishment, Rajawali Indonesia has handled several events in Yogyakarta. The rapid development of music in Indonesia today is very influential in helping to drive the economy, one of which is through concerts or music festivals. One of the music festivals regularly held by Rajawali Indonesia in Yogyakarta since 2015 is the International Prambanan Jazz Festival (PJF). This music concert is held at Prambanan Temple, Yogyakarta. Of course, this event can attract the attention of people from various circles with its uniqueness that cannot be found anywhere else, enjoying a music concert with the background of Prambanan Temple.

In addition to being a public entertainment event, music festivals also bring many benefits: social image and entertainment opportunities, infrastructure and city development, local promotion, economic development, and socio-culture (Gustavo et al., 2020: 89). Not just an ordinary event, the Prambanan Jazz music festival also indirectly promotes Indonesia's cultural heritage, namely the Prambanan Temple, with the central concept of collaboration between festivals and cultural diplomacy. Prambanan Jazz Festival was first held on October 16, 2015, and continues every year until 2023, which marks nine years of this event.



Image 1. PJF #9 2023 Venue with Prambanan Temple in the background

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Since the first year it was held, the number of spectators has continued to increase from year to year until 2019. Of course, the Prambanan Jazz Festival has its charm because it is stored in an open space with the Prambanan Temple as the backdrop. However, in 2020, when a pandemic occurred, the Prambanan Jazz Festival audience experienced a significant decline in audience for the first time. This is a challenge for Rajawali Indonesia as a promoter, especially in developing promotional strategies and determining innovations that must be made. Prambanan Jazz Festival audience data can be seen in the following table:

Time held	Audience
October 16, 2015	>10.000
August 20-21, 2016	>20.000
August 18-20, 2017	>35.000
August 17-19, 2018	>42.000
July 5-7, 2019	>70.000
October 31 and November 1, 2020	<35.000
November 19-20, 2021	Virtual iKonser channel
July 1-3, 2022	< 22.500
July 7-9 and July 14-16, 2023	>45.000

Table 1. PJF Audience from year to year

When COVID-19 hit in 2020 to 2022, it was a new experience for Prambanan Jazz Festival to hold a concert. Because activities that invite crowds are prohibited, including one of the music concerts. Then the promoter of the Prambanan Jazz Festival, Rajawali Indonesia, decided to hold a virtual concert in 2020 broadcast live from Prambanan Temple. This activity is expected to be an experience and alternative concept for music festival event organizers during the pandemic. Then, because COVID-19 had not subsided, the virtual concert continued until 2021. The organizers had to change their original plan as a result of the government's decision to impose Restrictions on Community Activities (PPKM) which can be watched in premiere by subscribing to various channels, namely: iKonser Channel subscription (459 SD | 949 HD), UseeTV, UseeTV GO, and iKonser Apps, by paying IDR 15,000 for a 1-month subscription fee. In 2022 the new Prambanan Jazz Festival was held again with a hybrid concept in the new normal era by increasing the duration from 2 days to 3 days. Offline concerts are held with a very different concept from year to year, where previously the audience watched outdoor concerts by occupying seats provided by Rajawali Indonesia. Given the conditions of the COVID-19 pandemic, this was done with the aim of complying with the government's appeal to keep a distance.

After recovering from COVID-19, in 2023 Rajawali Indonesia as the promoter of the Prambanan Jazz Festival again held an offline concert with the theme "The Magical Experience" by increasing the duration of the concert which was held in the first week and second week of July for six days, namely on July 7, 8, 9, and 14, 15, 16, 2023. This is the first time that a music festival has been held for 6 days in different weeks. The event that was held from day to night could not be separated from the enthusiasm of the audience both from outside the city and within the city. Prambanan Jazz Festival 2023 presented 12 international musicians namely Scott Bradlee's Postmodern Jukebox, Lukas Graham, Eric Benét, Faouzia, Gipsy Kings by Andre Reyes, Vertical Horizon, BOND, Conor Maynard, Tunde (Voice of Lighthouse Family), Seafret, Lucky Chops and Gemini. Besides international musicians, Prambanan Jazz Festival 2023 also invites 60 Indonesian musicians, including Tulus, Kahitna, Dewa 19, Maliq D'essentials, Rhoma Irama, Klakustik from Kla project, Arsy Widianto feat Tiara Andini and many other musicians. Prambanan Jazz Festival 2023 has three ticket categories, namely VIP Jazzmine, Super Festival, and Festival, where each ticket category has different facilities and benefits.

The success of the Prambanan Jazz Festival 2023 music event was not obtained easily but through several promotional strategies carried out by Rajawali Indonesia. Rajawali Indonesia made various promotional efforts as a promoter to maintain and increase public enthusiasm after the COVID-19 pandemic so that the target audience increase could be achieved. So that public enthusiasm and the number of spectators who enjoy music events will increase after going through a significant decline due to the COVID-19 pandemic. A marketing approach is carried out that can be used to disseminate information so that the number of Prambanan Jazz Festival 2023 audiences increases through the application of the correct marketing mix. The Marketing Communication (MARCOMM) team. needs to prepare various promotional strategies and promotional activities that attract public attention through various means. Consumers will find out that the company is launching a new product through promotion... Promotion is closely related to providing information to the promotion target. (Tjiptono, 2015).

Because Rajawali Indonesia Event Organizer is a service industry that meets the requirements of marketing promotion, researchers will use the theory of marketing mix, or marketing mix, in this study. According to Agus (2013), the Marketing Communication Mix is a marketing tool that must be used to promote products to customers. They are creating a marketing mix strategy, one of the strategies related to the company's marketing activities. In promotion, companies must communicate to make products known to the public. To do so, they must

use a promotion mix strategy. Promotion Mix is all the company's communication activities consisting of marketing communication schemes, namely advertising, public relations, sales promotion, personal selling, and *direct marketing*. (Fitriana & Utami, 2017).

Berdasarkan pada latar belakang di atas, hal tersebut layak untuk diteliti. Oleh karena itu, peneliti terdorong untuk melakukan penelitian dan mempelajari lebih jauh mengenai strategi promosi yang dilakukan oleh promotor Prambanan Jazz Festival 2023 dalam meningkatkan jumlah penonton pasca COVID-19.

Literature Review

Based on previous relevant research, namely research from Debby Aulia Agustina entitled: The purpose of this study is to determine the appropriate promotion strategy at PT Madina Cipta Kreasi and to find out HR Management in promoting event organizer services at PT Madina Cipta Kreasi. The study results use a promotional strategy, which includes personal selling, sales promotion, advertising, and public relations strategies (Agustina, 2021).

The second previous research is research from Devi Okta Prianti entitled: Kickfest event marketing communication strategy (Study at PT. Dyandra Promosindo Surabaya); the purpose of the research is to understand and describe the marketing communication strategy carried out by Event Organizer PT. Dyandra Promosindo Surabaya in promoting the KICKFEST event. The study results show that the promotion mix method used is using endorsement services, making advertisements on various media platforms, and creating programs before the event (Devi Okta Prianti, 2020).

The third study, namely research from Rachman Rigga Aglaia & Nur Maghfirah Aesthetika entitled: The Role of New Media on Music Concert Events in the Era of the COVID-19 Pandemic: The purpose of this research is to find out what the role of new media is on music concert events in the era of the Covid-19 pandemic and how new media can overcome online music concert events with the case study "Pamugkas: The Solipsism 0.2". Based on the results of the research that has been done, new media has a significant role as the internet develops. Meanwhile, the role of new media in music concert events in the Covid-19 pandemic era is as a bridge between existing limitations due to the inability to conduct conventional music events and the role of new media is huge in overcoming online music concert events with the case study "Pamugkas: The Solipsism 0.2"(Aglaia & Aesthetika, 2022).

Research Methods

This research uses qualitative descriptive research, a method used to describe, explain, and provide an in-depth picture of the subject under study. This research will involve interviews with sources, observations, and accurate data collection based on field findings (Creswell, John W., 2009). Qualitative research involves researchers better understanding the context and the background of the phenomenon being studied. Qualitative research methods have a variety of approaches so that researchers can choose for themselves what approach to use in their research (Fadli, 2021).

Operationally based on the type of research, this research uses the case study method. The case study in this research is a single case study where the researcher tries to understand the case being studied comprehensively. According to Stake, case study research reveals the unique characteristics of a case. The main focus of a case study is the case that is the object of research. Another aim of case studies is to know and understand individuals in more depth regarding individual development when adapting to their environment. The next step is to examine the background of the current situation and the interactions between the environment, individuals, groups, institutions, and society in more depth (Assyakurrohim et al., 2022)

The first data collection technique in a case study is interviews. Interviews are used to collect data when conducting preliminary studies to find problems or phenomena that need research (Suryani et al., 2020). The technique used in this research is in-depth interviews to obtain the required information and data, where the researcher conducts questions and answers more freely with the informant. Researchers conducted in-depth interviews with the Main Director of Rajawali Indonesia, the Project Manager, and the Marketing Communication Manager. The second technique is observation. Observation is where the researcher makes observations of a phenomenon to be studied to explore data on social phenomena that have occurred (Hasim, 2018). This research conducted observations on the social media account @prambananjazz in promotional activities to see the interactions and activities therein. Lastly is documentation. Documentation is a data collection technique through materials written by institutions, which helps researchers obtain data as research objects (Yusra et al., 2021). Documentation techniques in this research are carried out on minutes, archives, and notes or documents related to the research focus.

Results and Discussion

Rajawali Indonesia, as the organizer of the Prambanan Jazz Festival and an annual music concert highly anticipated by the public, is a challenge to maintain audience loyalty, considering that post-pandemic habits are bound to change and everyone's musical tastes are different. A promotional strategy is seen as a one-way flow of information to direct someone to actions that create societal exchanges. Since forming the Prambanan Jazz Festival, Rajawali Indonesia, as the organizer, has had a promotional strategy to attract the audience's interest and is always structured to bring in much time. Because many visitors come, the role of promotional activities must be known. Rajawali Indonesia has its way of introducing the Prambanan Jazz Festival to the Indonesian people to create something memorable and different from other music events. The results of the interview with Tovic Raharja, as President Director of Rajawali Indonesia conducted on December 7, 2023, at the Rajawali Indonesia office, are as follows:

"Prambanan Jazz Festival, which we have held every year since 2015, has a mission as an event that makes cultural diplomacy at the national level. We see the development of each year, so each year, a message must be delivered directly to the audience. The history of PJF from year to year can be successful in terms of audience numbers, then in the news in the mass media. However, the decline in audience numbers has always occurred during the pandemic. We keep holding concerts during the pandemic because we do not want to pause and keep the history of the Prambanan Jazz Festival in order. This is part of the history of the Prambanan Jazz Festival to be part of history in adjusted conditions and applicable rules with the promotion strategy that we do and rise again in 2023".

Promotion aims to generate profits in both the short and long term. Strategy is the steps that a company must take to achieve goals. (Suci & Puji, 2015). The focus of this research discusses the elements of the marketing mix above, namely the promotion mix. Traditionally, the promotion mix includes six elements: Advertising, Public Relations, Sales promotion, personal selling, and direct marketing (Assauri, 2013). Specifically, this research discusses the findings of the Rajawali Indonesia Event Organizer Promotion Strategy in increasing the number of Prambanan Jazz Festival 2023 audiences after COVID-19. Due to the transition process from the COVID-19 pandemic, Rajawali Indonesia must create a foundation for a promotional strategy so that the number of Prambanan Jazz Festival #9 2023 increases.

Regarding the promotional activities carried out by Rajawali Indonesia for the success of the 2023 Prambanan Jazz Festival, a well-structured promotional strategy is needed to achieve a goal and event success. Rajawali Indonesia formed a division responsible for planning all matters relating to the Prambanan Jazz Festival promotion strategy, namely the Marketing Communication (MARCOMM) division. MARCOMM division will be responsible starting from the preparation six months before the event.

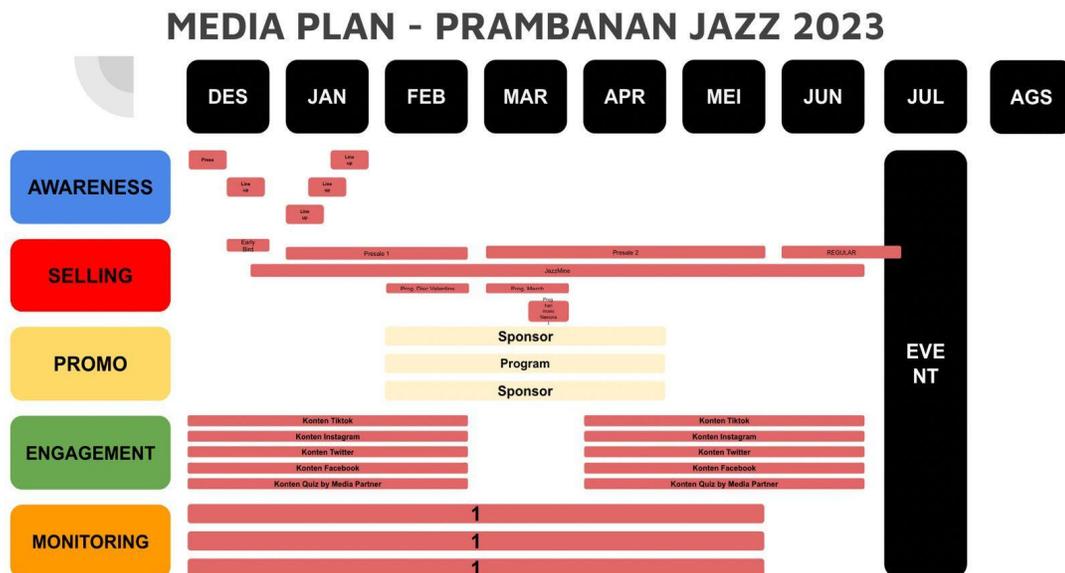


Image 2. Media Plan – Prambanan Jazz 2023

It can be seen from the picture above that in determining the promotional strategy, Rajawali Indonesia must do several things to avoid obstacles and achieve common goals. The meeting held by the Rajawali Indonesia team aims to determine how the promotional strategy will be applied for the 2023 Prambanan Jazz Festival. With a media plan that has been approved by the CEO, Project Manager, and Marketing Communication division, it is

hoped that the promotion will be carried out properly and according to the target, can increase the number of spectators, and have a good impact on the audience who enjoy this event. The results of the interview with Candrari Ceri as PJF 2023 Project Manager conducted on December 7, 2023, at the Rajawali Indonesia office are as follows:

" Regarding promotion, we will first have a concept meeting. What concept will we choose? Then, we will hold a small meeting between the founder, directors, and related divisions. Then, the creative team will continue the discussion about the concept of Prambanan Jazz 2023. After the concept is formed, it is continued to the Marketing Communication team. Then, the Rajawali Indonesia team and the Marketing Communication team can determine the promotion strategy and form a media plan that we will run for six months before the event takes place for smooth promotion. "

Nowadays, it is straightforward to disseminate information digitally and non-digitally; Rajawali Indonesia utilizes all tools for promotional activities and uses the promotion mix as a marketing communication model for Prambanan Jazz Festival 2023. As an Integrated Marketing Communication (IMC) strategy, Rajawali Indonesia's marketing communication promotion mix to increase the number of PJF 2023 viewers can be described in the Promotion Mix. Some points are through advertising, public relations, personal selling, direct marketing, and sales promotion. The results of the interview with Cellano Chandra as Marketing Communication Manager of PJF 2023 on December 8, 2023, at the Rajawali Indonesia office are as follows:

" For promotional activities, we prioritize the promotion mix promotion strategy with promotional objectives to provide information that increases consumer awareness and knowledge about the Prambanan Jazz Festival 2023; then, we want to encourage an increase in the audience every year through the promotions we use such as on social media, print media local newspapers and magazines, sponsorship, billboards, digital media radio and television, and many more. What is more related to COVID-19 and being a transition process, once we enter 2023, the obstacle arises; which is usually a three-day event; we increase it to six days. Now, these six days make us add more effort to attract the audience again since COVID-19 hit and invite 12 international artists so that people feel Fear Of Missing Out (FOMO) ."

Advertising

The promotional tool most often used by a company is advertising. The goal is to announce, attract, and influence the future of consumers. Advertising is also important for connecting with existing customers and reminding them why they chose the advertised product. They are also made to stay connected with the latest products and services by being intensively reminded of their existence(Hermawan, 2016). Advertising is a form of promotion carried out by Rajawali Indonesia to increase the number of spectators at the Prambanan Jazz Festival 2023 as a tool to convey information related to the Prambanan Jazz Festival 2023 event with the hope that whatever information has been conveyed can attract the attention of the public so that the Prambanan Jazz Festival 2023 becomes one concert chosen by potential audience members.

Rajawali Indonesia, in implementing advertising promotions, uses various tools, namely through print media such as local newspapers and magazines, outdoor media, billboards, and digital media such as radio and television. The Marketing Communication division collaborates with the Project Manager and the Creative and Design team in this promotional process. One of the international scale music concerts prompted Rajawali Indonesia to carry out strong promotions, using various tools and media. The results of the interview with Cellano Chandra as Marketing Communication Manager of PJF 2023 on December 8, 2023, at the Rajawali Indonesia office are as follows:

" We use several tools for advertising promotions to facilitate promotional activities. We agreed to use print media from local newspapers and magazines for >21 impressions, then Out of House promotion, namely billboards that we installed at several strategic points, totaling 16 billboards, such as the Kentungan / Jalan Kaliurang intersection, Condong Catur intersection, Jl. Raya Solo-Yogyakarta, Monjali, Kridosono Field, and others. The promotion via radio, iKonser Channel to spread information outside Yogyakarta."



Image 3. Media Report (Out of Home and print media)

RADIO	TV
1. *BANDUNG - Ardan	1. Ikonser
2. *BANDUNG - Oz Radio	2. First Media
3. *JAKARTA - Bahana FM	
4. *JAKARTA - Delta FM	
5. *JOGJA - Geronimo	
6. *JOGJA - JogjaFamily	
7. *JOGJA - Sonora	
8. *JOGJA - Swaragama	
9. *JOGJA - Jiz FM	
10. *MALANG - Elfara	
11. *SEMARANG - Prambors	
12. *SEMARANG - Trijaya	
13. *SOLO - Solo Radio	
14. *SOLO - PTPN	
15. *SURABAYA - JJ FM	
	CETAK
	1. HighEnd Magz
	2. Independent Observer magazine
	3. Independent Observer Newspaper
	4. Kedaulatan Rakyat
	5. Suara Merdeka

Image 4. Advertising the Prambanan Jazz Festival 2023

Based on the description above, advertising can be done in various print and electronic media to promote goods or services. Media is essential for the communication process. With media, advertising messages can reach the desired target audience. Therefore, choosing suitable media will significantly determine whether the message will reach the target group (Hendariningrum & M. Susilo, 2008). In the promotional process for the 2023 Prambanan Jazz Festival, using advertising as a promotional tool can maximally disseminate information to the public with various advertising media while taking advantage of the current developing era.

Public Relations

The Marketing Communication Team, which collaborates with the Project Manager and his staff, is essential in promotional activities for the Prambanan Jazz Festival 2023. Apart from that, Rajawali Indonesia collaborates with 100 media partners to expedite promotional activities. This is a comprehensive promotional effort to influence the opinions, perceptions, and beliefs of the public or specific groups. The groups in question are people who are involved, have an interest, and can influence the organization's ability to achieve its goals. These groups include employees, shareholders, customers, audiences or people living around the organization, suppliers, intermediaries, government, and mass media.

Public Relations aims to create, maintain, and improve the image of the company/organization to the broader community, adjust the conditions of the community concerned, and improve the image if the image declines (Masterson & Picton, 2014). Rajawali Indonesia collaborates with various media to ensure the success of the event.



Image 5. Media Partner Prambanan Jazz Festival 2023

As seen in the picture above, at least 100 media partners are collaborating with Rajawali Indonesia for the success of the 2023 Prambanan Jazz Festival. Media Partners use supporting platforms they have determined to disseminate information in promotional activities and use buzzers. Media partners are usually assigned to convey messages to attract public attention and interest (excellent service). To establish good relationships with media partners, Rajawali Indonesia always monitors communication regarding content created by media partners to see whether it is running as expected. Then, Rajawali Indonesia also maintains good relations with local communities every year so that they continue to collaborate in the following year.

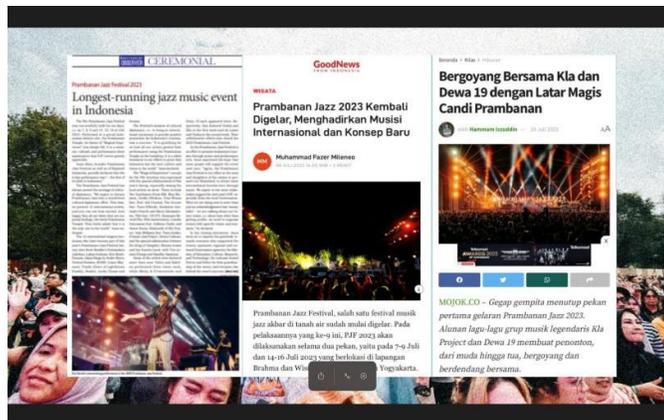


Image 6. Physical Evidence media partner

Media partners are marketing partners who can help promote event content both pre- and pre-event. Collaborating media partners can help promote the Prambanan Jazz Festival to a broader audience through their marketing platforms, such as online communities, websites, and blogs. Media partners must have the ability to analyze promotional event data and performance. They must be able to track Key Performance Indicators (KPIs), such as the number of impressions, clicks, or conversions, and create reports on performance during the promotion. By carrying out this analysis, media partners can help evaluate and adapt marketing strategies to predetermined business goals.

Apart from Rajawali Indonesia, media partners must also be able to build strong relationships with customers; this means they can interact with customers through marketing platforms and respond to customer questions or comments quickly and in a friendly manner. Media partners can help increase customer confidence in the 2023 Prambanan Jazz Festival event.

Personal Selling

Personal selling is a type of product or service marketing where the seller meets directly with the buyer to look for opportunities to buy something. As part of the marketing method, the main goal of personal selling activities is to provide incentives to worthy salespeople based on their ability to "persuade" customers to purchase goods. (Sari, 2020).

The promotion was carried out to attract the public to the products sold, namely tickets for the 2023 Prambanan Jazz Festival in collaboration with UMKM Margaria Batik. This promotion form can be very important because it can carry out face-to-face sales between sellers and prospective buyers and establish interpersonal communication. This sale can also increase MSME sales by purchasing one of the products from Margaria Batik x PJJF with a minimum spend. Then, you will get a discount on Prambanan Jazz Festival tickets in the VIP JAZZMINE category. As for other options for making Prambanan Jazz Festival ticket purchase transactions directly, prospective buyers can purchase On The Spot (OTS) tickets on the day or a few days before the concert by booking On The Spot (OTS) tickets via the available website. Then, you can go to the ticket purchase location at the place provided by Rajawali Indonesia..



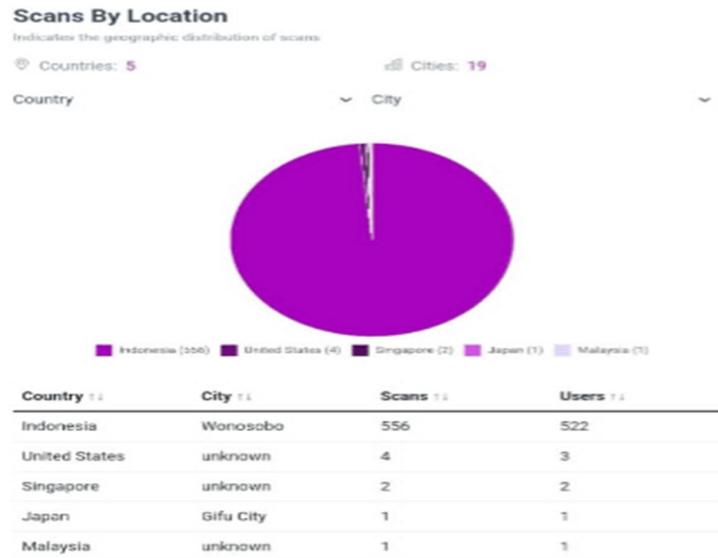
Image 7. Ticket purchase transaction at Margaria Batik

This explanation can conclude that direct and indirect interactions between individuals are intended to build, improve, master, and maintain mutually beneficial exchange relationships with other parties. The advantage of personal selling carried out by Rajawali Indonesia in collaboration with Margaria Batik is that this activity can increase MSME sales by buying local products, and Rajawali Indonesia can sell tickets for the 2023 Prambanan Jazz Festival directly and can convince customers effectively and build customer trust. Sales techniques like this can make potential customers want to hear about the products being offered.

Direct Marketing

One promotional activity that can minimize promotional budget capital is direct marketing. Because many companies advertise their products daily, current mass media promotions are sometimes considered insufficient to convey messages to targets. This interactive direct marketing system uses one or more advertising media to generate responses or transactions anywhere(Christina & Setyanto, 2021). Rajawali Indonesia's promotional strategy to increase the audience for the 2023 Prambanan Jazz Festival is to make direct sales via the website www.prambananjazz.com or ticket box. Apart from that, Rajawali Indonesia also allows prospective buyers to be able to communicate directly with the Prambanan Jazz Festival 2023 team via the Hotline number; this effort is so that prospective ticket buyers, organizations, or companies can communicate directly to be able to carry out responses or sales transactions as well as information directly.

The innovation that has been carried out to make it easier for the public to get information regarding the Prambanan Jazz Festival 2023 event is that Rajawali Indonesia uses a barcode scanning system displayed in print media and outdoor media. The aim is also to see public awareness of the Prambanan Jazz Festival 2023 event. Getting information by scanning the barcode using a cellphone camera and then sending it to Linktree www.prambananjazz.com is easy.



Gambar 8. Data analysis of PJF 2023 barcode scans

To expand the target market, Rajawali Indonesia also uses social media to carry out promotions, both from the official account @Prambananjazz @Rajawaliindonesia, social media partners and influencers who have collaborated to promote the Prambanan Jazz Festival 2023, the social media used are Instagram, Tik-Tok, Twitter, Facebook. The results of the interview with Cellano Chandra as Marketing Communication Manager of PJF 2023 on December 8, 2023, at the Rajawali Indonesia office are as follows:

"The Prambanan Jazz Festival already has a loyal and undoubted audience, in the sense of audiences coming from outside the city and thinking about how to attract audiences who are not loyal, perhaps in the city of Yogyakarta or the city of Yogyakarta. The way we retain and attract audiences is that we follow trends through social media. Our targets start from Gen Z, Millennials, and Baby Boomers. Fortunately, using social media, we can reach our promotions widely and distribute them to people of all ages, and the time is flexible. We are also collaborating with Instagram and TikTok influencers to promote PJF 2023. It has a large number of followers, namely 126,000 Instagram followers, 15,800 Tik-Tok followers, 8,331 followers on Twitter, and 5,400 followers on Facebook. Social media activities are also varied so that promotional activities do not look stiff."

In the statement above, one of the advantages of direct marketing is that it can attract potential customers more quickly and effectively than other marketing strategies. Audience targeting allows Rajawali Indonesia to reach people interested in the Prambanan Jazz Festival 2023 event. Maintaining good relationships with existing customers is easier and more profitable for the business than looking for new customers. Direct marketing through mass media, such as newspapers or television, is usually more cost-effective. When Rajawali Indonesia sends a link via SMS, email, or social media, they can find out how many customers access it. Accessing online analytics makes this process easier. Rajawali Indonesia needs to monitor and analyze promotional results to use this information to improve subsequent performance.

Sales Promotion

Sales promotion promotional activities are cheaper than advertising and personal selling. Sales promotion can also be carried out in conjunction with other promotional strategies. One example is giving discounts of up to 50% to the public and giving giveaways to people who want to watch. The Marketing Communication Division uses sales promotion in promotional activities. Prambanan Jazz Festival 2023 collaborates with Bank Jateng, Good Day, Dagadu, Eiger, and others. By using this promotional activity, the aim is to attract consumers to be interested in buying tickets for the 2023 Prambanan Jazz Festival, considering that the prices offered are quite expensive and by holding offers such as discounts or giveaways from Good Day Cappuccino, Ser Morpheus, iKonser Chanel, and others. Apart from carrying out promotional programs from external parties, Rajawali Indonesia also carries out internal sales promotions by providing various other discounts such as Valentine's Day discounts and ticket purchases via TikTok live broadcasts and live broadcasts on Instagram.

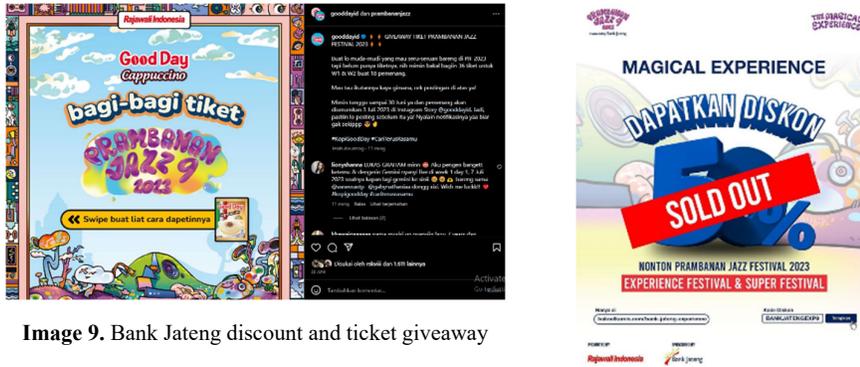


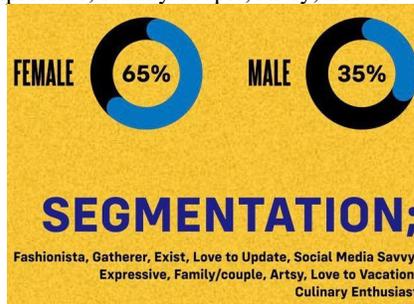
Image 9. Bank Jateng discount and ticket giveaway

A company usually has a strategy to survive intense competition to get consumers (Arifin, 2015). One of the approaches or models used to develop marketing messages and strategies appropriate for specific target audience segmentations. The strategy formation process involves segmentation, targeting, and positioning. It can be explained as follows:

1. Segmentation

To determine market segmentation, three main variables can be used to separate segmentation: demographic, geographic, and psychographic (Assauri, 2013). The results of the interview with Cellano Chandra as Marketing Communication Manager of PJF 2023 on December 7, 2023, at the Rajawali Indonesia office are as follows:

"The segmentation for the Prambanan Jazz Festival 2023 is extensive. Fashionista, Gatherer, Exist, Love to Update, Social Media Savvy, Expressive, Family/couple, Artsy, Love to Vacation, Culinary Enthusiast"



Gambar 10. Segmentation PJF 2023

2. Targeting

To take this action, Rajawali Indonesia must be able to think realistically. To assess the potential and commercial attractiveness of each of the previously mentioned segments, Rajawali Indonesia must carry out an evaluation. This will allow Rajawali Indonesia to determine how well its resources match the segments with the most potential to generate profits for the brand and company. The targeting of the Prambanan Jazz Festival 2023 is comprehensive. Starting from the age of 5 to 60 years, male or female, targeting domiciles throughout Indonesia and abroad. The results of the interview with Candrari Ceri as PJF 2023 Project Manager, which was conducted on December 7, 2023, at the Rajawali Indonesia office, are as follows:

"We adjusted the STP too. We tried to target a younger audience using digital, but it turns out that we learned from history that our target is older people, and then our targeting emerged, starting from age, genre, and so on.

TARGET AUDIENCE

- 5-10 years old, 14-19 years old & 36-50 years old
- All genders
- Existence
- Happy family, love to go to vacation
- Love updating, has a close relationship with family and siblings
- Music listeners

Gambar 11. Targeting Audience PJF 2023

3. Positioning

Refers to how current and future consumers view a company's products, brands, or organizations compared to competing products, brands, or organizations. This process is done to make a difference and give consumers more value. This makes the brand better known and unique (Lukitaningsih Ambar, 2013). as an event that has a cultural diplomacy mission at the national level. Rajawali Indonesia sees developments from year to year; every year, a message will be conveyed directly to the audience (Dian et al., 2020). In previous years, the Prambanan Jazz Festival had a simple tagline, for example, art, music, and culture, so it was more of an introduction first. Finally, Rajawali Indonesia created a program starting from pre, and the tagline emerged. After the creation of this tagline is the positioning stage of the Prambanan Jazz Festival. For 2023, the Prambanan Jazz Festival will carry the theme "The Magical Experience."

Conclusion

This research shows that Rajawali Indonesia's promotional strategy to increase the number of spectators at the Prambanan Jazz Festival 2023 goes through several stages by using Promotion Mix as a marketing strategy in promoting the Prambanan Jazz Festival 2023 event. From the explanation above, the event is an activity with an established theme. They are specified to attract the attention of visitors and allow them to understand the message you want to display. The promotional strategy referred to in this research is to promote the Prambanan Jazz Festival event in 2023. This strategy will use various types of mixed promotion marketing, including advertising, direct marketing, public relations, personal selling, and sales promotion. This research shows that various promotional strategies are used, including using endorsement services through influencers and displaying advertisements on various media platforms, including print media such as newspapers and magazines, outdoor media, billboards, social media Instagram, Tik-Tok, Twitter, Facebook, and digital. Such as radio and television. Rajawali Indonesia also prepares programs before the event in collaboration with media partners and local communities. The process of developing a promotional strategy for the Prambanan Jazz Festival 2023 aims to influence how a particular market segment is, namely the STP (Segmentation, Targeting, Positioning) approach or model, which is used to develop promotional messages and strategies that are appropriate for the target audience segmentation Rajawali Indonesia uses. Therefore, Rajawali Indonesia is gradually building audience loyalty and trust through the promotional media they have used before and after the 2023 Prambanan Jazz Festival event, as explained above. The research results show that Rajawali Indonesia has succeeded in utilizing all tools in the digitalization era for promotional activities and using promotion mix as a marketing communication model, thereby increasing the number of spectators to >45,000 at the 2023 Prambanan Jazz Festival.

Suggestion

Based on the research results above, the researcher made several suggestions based on the results of the promotional strategy analysis carried out by Rajawali Indonesia, which might be used as material for consideration by related parties. To better understand the company's need to increase the number of viewers, Rajawali Indonesia can reconsider the work system they have used so far. For personal selling activities, Rajawali Indonesia can set up booths or stands in strategic locations by distributing leaflets containing special offers to the public.

In this study, readers can find out that Rajawali Indonesia uses a promotion mix strategy through all promotional media that can be adapted to all circles of society in order to achieve the target audience of the 2023 Prambanan Jazz Festival. Future studies are expected to examine this research more deeply by involving the audiences of the Prambanan Jazz Festival so that the indicators of the success of promotional activities are not only in the media used but also in another method, such as conducting interviews with audiences with questionnaires. Hence, future research will be balanced both from the audiences and the organizers of the Prambanan Jazz Festival event.

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