

Media Management of Tiktok @Jogjaskena Account as Information Media for Yogyakarta Community Music Concert in 2023

Muhammad Abid As-shobir*, Krisna Mulawarman

Departement of Communication Studies, Universitas Muhammadiyah Yogyakarta, 55183, Indonesia

*Corresponding author's email: m.abid.isip20@mail.umy.ac.id

ABSTRACT

Keywords

Media management
Music concert
Information media
TikTok

The @jogjaskena account serves as a platform for sharing entertainment activities, particularly music concerts in Yogyakarta. This research is prompted by the significant reliance of social media users on @jogjaskena for concert information, prompting an examination of its media management. The study aims to analyze how media management operates on the @jogjaskena TikTok account, specifically targeting the awareness of Yogyakarta's residents regarding music events. Employing the POAC theory, encompassing planning, organizing, directing, and supervising media management, the research adopts a qualitative approach with a case study focus. Data collection involves interviews and documentation, followed by analysis stages of data reduction, presentation, and conclusion. Findings reveal @jogjaskena's utilization of media management strategies, including selecting engaging content, leveraging TikTok's creative features, engaging with followers, and collaborating with local music scene stakeholders. Moreover, active monitoring and evaluation of content performance enhance the account's quality. These findings highlight the importance of effective media management in utilizing TikTok for music concert information dissemination, showcasing @jogjaskena's success in enhancing Yogyakarta residents' awareness of music events and establishing itself as a vital information source.

1. Introduction

In the growing digital era, how people obtain information has undergone a significant transformation. In the past, getting information often involved face-to-face communication, but now, people can easily access information through various platforms whenever and wherever. The internet has greatly impacted our daily lives, allowing interaction between individuals from different parts of the world through a global network.

Of particular significance within this digital milieu is the domain of social media, serving as a pivotal conduit for interaction and information dissemination. Beyond its role as a mere interactive arena, social media functions as a multifaceted tool facilitating diverse forms of self-expression and communication through internet technology (Syadhana et al., 2020). The evolution of new media heralds a continuum of innovation, characterized by streamlined internet access, proliferation of applications, and the diversification of social media's functional capacities, thereby influencing a spectrum of life activities including information sharing, social interaction, promotional endeavors, and an array of other engagements, frequently mediated through social media platforms

Social media platforms have emerged as instrumental hubs for information consumption, fostering symbiotic relationships between consumers and producers. Users leverage these platforms to glean insights into various products and services, while producers utilize them as channels for dissemination and engagement (Mulyani et al., 2022). Among the pantheon of contemporary social media platforms, TikTok, introduced in 2016 by the Chinese tech company ByteDance, has ascended to preeminence, captivating both adolescents and adults with its exponential user base growth.

TikTok's allure lies in its capacity to serve as an expansive content repository, encompassing entertainment, informational resources, tutorials, and a myriad of other genres (Yusuf et al., 2023).

The development of TikTok in Indonesia, in particular, attracts users due to the variety of exciting content presented by content creators. Consequently, individuals increasingly turn to TikTok not solely for entertainment but also as an efficacious promotional instrument, amplifying its utility as a potent conduit for reaching wide-ranging audiences (Malimbe et al., 2021). Notably, the platform's unique features and dynamic content ecosystem appeal to creators adept at crafting captivating short-form videos, thus facilitating broad audience engagement.

As evidenced by the burgeoning user base of TikTok in Indonesia, numerous accounts compete for attention, each catering to distinct purposes and demographics. Notably, accounts like @jogjaskena have endeavored to serve as purveyors of local entertainment information, leveraging TikTok's expansive reach to engage directly with their target audience, thereby enhancing brand visibility and audience engagement (Yulu Ma & Yue Hu, in Sugito et al., 2022). Effective media management assumes paramount importance in this milieu, dictating an account's trajectory amidst stiff competition and evolving user preferences.

There are types of accounts that play a role in disseminating various information needed by the community. Given Yogyakarta's reputation as a hub for artistic endeavors, the @jogjaskena account assumes a responsibility to introduce and promote diverse information to a broader audience, particularly regarding music concerts, a popular form of entertainment. Through leveraging TikTok, @jogjaskena capitalizes on direct interaction opportunities with the public, especially music enthusiasts. Previously reliant on Instagram as its primary publishing medium, the account's recognition of social media's potential has propelled TikTok into prominence among its audience, broadening the scope of event dissemination and social engagement. This expansion is attributable to TikTok's ability to reach a larger demographic of music enthusiasts.

The surge in TikTok usage, particularly in Indonesia, has spurred numerous social media accounts to share information with their users. Among them, the @jogjaskena account stands out by providing insights into entertainment activities within Yogyakarta. However, effective dissemination necessitates adept social media management, underpinning @jogjaskena's efforts to enhance Yogyakarta's populace's awareness regarding other music concert accounts. Competitor accounts such as @konser.jogja and @sukakonserjogja boast substantial followings, yet @jogjaskena maintains a competitive edge by actively creating engaging content and fostering robust audience engagement.

Weaknesses in media management can undermine an account's competitiveness amidst counterparts employing more sophisticated strategies. Therefore, adopting mature media management practices is imperative for steering accounts in a favorable direction. Media management, conceptualized as a structured discipline elucidating media utilization principles and overarching management processes, assumes paramount importance in this context (Junaedi, 2014).

Within the realm of media management, content production emerges as a cornerstone, wherein the efficacy of dissemination hinges on efficient and effective production processes. TikTok's array of features, including post scheduling and editing functionalities, facilitates streamlined content creation across pre-production, production, and post-production stages (Vebrynda, 2022). Crucially, media management assumes a pivotal role in guiding @jogjaskena's content production endeavors, ensuring alignment with audience preferences and organizational objectives.

Effective media management plays a pivotal role in content production for @jogjaskena, primarily due to two key reasons. Firstly, adept management ensures the alignment of content with the overarching direction and purpose, facilitating resonance with the target audience. Secondly, meticulous planning enables the selection of compelling and relevant topics to captivate the audience's interest, leveraging various multimedia elements such as images, videos, and captions to craft visually striking and emotive content. This fosters innovation and experimentation, enabling @jogjaskena to distinguish itself amidst fierce social media competition while maintaining a competitive edge. Consequently, media management assumes a central role in shaping the content production process, enabling effective audience engagement and communication goal achievement.

Given the account's burgeoning popularity among TikTok users, there is a growing interest among researchers in understanding how media management strategies are applied, particularly in the

dissemination of shared content. Effective media management necessitates a profound understanding of all stakeholders involved, ensuring that content is conceptualized and conveyed in a distinctive, engaging, and captivating manner. This entails the creation of visually or artistically appealing content, coupled with clear and effective communication of the strategy's core message or purpose. To explore these aspects of media management, researchers often adopt theoretical frameworks such as the POAC function, encompassing planning, organizing, actuating, and controlling. Consequently, this research aims to elucidate @jogjaskena's media management strategies aimed at increasing awareness of music concert accounts among the people of Yogyakarta.

The research problem is formulated as an inquiry into how the media management of the @jogjaskena account contributes to enhancing awareness of music concerts among the Yogyakarta community. The research objectives are focused on discerning how @jogjaskena's media management practices facilitate heightened awareness of music concert accounts within the Yogyakarta populace.

Previous research serves as an essential reference for researchers seeking fresh insights and perspectives. For instance, Dona Nur Fitriyanti's pioneering study, "School Social Media Management at Madrasah Tsanawiyah Muhammadiyah 2 Karanganyar," shares similarities with the current research in utilizing social media for information dissemination and promotion. However, while Fitriyanti's study focuses on media management within an educational setting, the present study investigates media management specifically on the TikTok @jogjaskena account.

In another study by Lidya Wati Evelina, titled "Indonesia's Branding Strategy through the We the Fest Music Festival for Millennials on Social Media," the focus shifts to branding strategies rather than media management. Methodologically, previous studies employed qualitative research methods like virtual ethnographic research, while this study adopts a case study approach with qualitative techniques such as interviews and documentation to directly engage with informants.

Similarly, research by Syukri Rahmatullah and Retna Eni Dwi Yulianti, titled "Social Media as an Alternative News Source," shares similar objectives regarding social media's role in information dissemination. However, their study investigates the acceptance of social media platforms relative to conventional news portals (e.g. Kompas.com and Tempo.co and Republika.co.id), whereas the present research analyzes media management on the TikTok @jogjaskena account to enhance awareness of music concerts among the people of Yogyakarta.

These previous studies provide valuable insights and methodological considerations, contributing to the foundation upon which the current research builds. By acknowledging and building upon existing scholarship, researchers can ensure the continuity and advancement of knowledge in their respective fields.

2. Method

Research approach

This research uses a qualitative research method for the case study. In this case study method with the @jogjaskena account, the researcher is the critical instrument who must have broad theoretical insights and understanding to be able to ask, analyze, photograph, and construct the social situation under study to be more precise and more meaningful (Suryana, 2012). The case study method, applied to the @jogjaskena account, aims to comprehensively elucidate the media management practices enacted by @jogjaskena as a platform for disseminating information about music concerts. The researchers try to gather information from diverse sources, including data directly pertinent to the subject of inquiry.

Research location

This research was conducted at the account owner's house located at Jl. Ngentak-Kalirandu, Kalirandu, Bangunjiwo, Kec. Kasihan, Bantul, Yogyakarta Special Region 55183. The research will be conducted in October-complete.

Data collection techniques

These sources of information can be obtained by interviewing and reviewing documents, survey results, and any data to describe a case in detail. Generally, data collection techniques involve direct

observation and interviews, which allow researchers to interact closely with participants or data sources (Haryoko et al., 2020). In this study, the data collection techniques used were interviews and documentation.

1. Interview

The data collection technique in this study uses interview techniques with informants. An interview is a data collection technique involving a series of direct questions about the subject under study. The interview technique can also be interpreted as a method used to obtain data by asking questions orally and clearly to respondents or informants who are research subjects (Rahmadi, 2011).

To explore in-depth information, researchers took three people as informants to be interviewed. The identification of informants was adjusted to the criteria for selecting informants, considering the potential of the selected informants. The criteria chosen by researchers are Ahmad Yahya Afifi as the Owner of the @jogjaskena account; Hafiz Ihsan as the Creative Team of the @jogjaskena account; Bagus Harry, who is on the Social Media Team from the @jogjaskena account.

2. Documentation

This data collection also uses documentation techniques to obtain information in the @jogjaskena account. The documentation technique collects research data through several documents (documented information), both written and recorded. Types of written documents include diaries, autobiographies, memorials, collections of personal letters, clippings, and so on. Recorded documents can be in films, recording tapes, microfilms, photographs, and so on (Rahmadi, 2011).

In this research, the documentation comes from photos of @jogjaskena's activities from one of the members. Another documentation source is the screen capture results from TikTok, and the @jogjaskena Instagram accounts. Documentation can complement the results of interviews with member representatives.

Data analysis technique

In qualitative research, data analysis is carried out during the data collection and within a certain period. When analyzing data, a researcher organizes data or information that has been collected in a structured manner based on notes from observations, interviews, documents, and other sources. This is done by grouping, comparing, and looking for relationships between existing data (Rahmadi, 2011). In this study, researchers applied the data analysis approach developed by Miles and Huberman.

1. Data Collection

Data collection is done directly through face-to-face interactions with individuals or groups selected as respondents or informants to gain an in-depth understanding of the social reality. They are considered to have relevant knowledge or experience of certain entities, such as events, people, processes, or objects, based on their point of view, perceptions, and belief systems (Saleh Sirajuddin, 2017). In this study; data was collected by conducting interviews with three resource persons, namely the account owner, creative team, and one of the account followers. Furthermore, to complement the interview results, documentation was collected regarding the content that had been uploaded or photos of activities visited by members.

2. Data reduction

In this data reduction stage, researchers simplify and compress the data that has been collected, often by selecting the most relevant and significant information for further analysis. There are several stages when reducing data according to (Rahmadi, 2011).

- a. Selecting and focusing

The process in which researchers select data (from interviews and observations) and only focus on information related to the theme being studied.

- b. Simplifying

The process by which researchers simplify data is incredibly complex data. Simplification efforts ensure the data can still be adequately understood without sacrificing accuracy.

- c. Abstracting

The process in which researchers present data in narrative form by what is observed in the field.

d. Transforming

The process in which researchers transform detailed field observation data and interview results into the essence or conclusions of the field notes and interviews.

In this study, after researchers collected data in the form of visuals and interview results, researchers then selected data sources that were considered to provide relevant information for this study.

3. Presentation of data

Data presentation is collecting information that will be arranged or presented to conclude. (Kurniasih et al., 2021) Suggests that data presentation is a process in which information is organized to make it possible to draw appropriate conclusions and actions. Qualitative data can be presented as narrative text, matrices, graphs, network diagrams, and charts. In this research, the data from the interviews that have been reduced are presented in the form of brief descriptions. In addition, charts are used to describe the function of each part of the @jogjaskena account.

4. Conclusion

After the data is presented, the researcher makes conclusions from the analysis results. These conclusions should be based on the evidence found in the data and relevant to the research questions. These conclusions can also be used to relate research results to existing theories, provide recommendations, or identify areas for further research. In this study, the conclusion was drawn to describe the media management of the @jogjaskena account.

3. Result and Discussion

Online media management on the @jogjaskena account includes organizing, directing, and planning how the media will convey news or information to the public. Within this framework, online media management comprises three key components: design, content, and marketing. Designing online media entails creating interfaces that are visually appealing, uncluttered, and user-friendly. Content creation involves curating news, articles, features, and multimedia such as videos and audio clips. Marketing in the online media sphere encompasses various strategies, including leveraging social media platforms to enhance audience visibility and engagement.

Online media management is a multifaceted process that entails meticulous planning, organization, execution, and monitoring to ensure the effective transmission of news or information to the public. Throughout this process, consideration of design, content, and marketing elements is crucial to attaining the desired objectives and outcomes.

3.1. Presenting the Results

Based on the data obtained from the TikTok account @jogjaskena, the account has 9,733 active followers with 573.5 thousand likes on 158 posted contents. Notably, among the entertainment content shared, 135 posts are local while 23 are national. The content primarily revolves around music concerts, constituting 97% of the posts, with the remaining 3% dedicated to other events.



The manager of the @jogjaskena account demonstrates adept media management skills to effectively disseminate information to a wide audience. Each post is accompanied by engaging captions and relevant hashtags, complemented by visually appealing thumbnails. Content scheduling

is optimized for peak user activity at 7 o'clock. Furthermore, the account actively engages with its audience by promptly addressing queries and clarifications in the comments section, enhancing its credibility as a reliable source for music concert information in Yogyakarta.

This study focuses on dissecting the media management strategies employed by the TikTok account @jogjaskena. The subsequent section presents and elaborates on the research findings obtained through in-depth interviews and documentation. These findings are then contextualized within the framework of the POAC theory, encompassing planning, organizing, actuating, and controlling, alongside the content creation process. Additionally, relevant references from prior studies are selected to augment and contextualize the research findings.

3.1.1. Planning

Planning within media management is a foundational process that encompasses the formulation of strategies, objectives, and actionable steps to ensure the success of media activities. It entails delineating tasks for the upcoming period, specifying methodologies, assigning responsibilities, and establishing timelines for execution. The sustainability of media endeavors hinges on the account's capacity to adhere to the devised plan.

In the case of the @jogjaskena account, concerted efforts have been directed towards furnishing captivating content and disseminating information through diverse channels. The initial goal of establishing @jogjaskena was to become a media platform providing information about music concerts in Yogyakarta. The planning within the TikTok account @jogjaskena to disseminate information and engaging content about music concerts can involve the following steps:

a. Objectives

The establishment of the TikTok account, @jogjaskena, is driven by the overarching goals of acquainting the wider audience, both locally and globally, with upcoming music concerts in Yogyakarta and bolstering awareness about such events. This concerted effort aims to amplify the attendance and engagement of audiences at these concerts. Furthermore, a pivotal objective of the @jogjaskena account is to forge partnerships with music event organizers in Yogyakarta, serving as a dedicated media ally to ensure comprehensive promotion and exclusive coverage of diverse music concerts. This entails offering in-depth interviews with musicians, detailed performance reviews, and capturing memorable moments throughout the events.

b. Target Audience

The audience targeted by @jogjaskena includes all individuals who enjoy music performances, art enthusiasts, or people residing in and around Yogyakarta.

c. Content Development

In the content creation process on the @jogjaskena account, the initial step involves meticulous planning of the content type, ranging from short clips capturing moments from music concerts to detailed performance reviews or highlights of special moments during these events. Content creators immerse themselves in the live experiences to ensure authenticity and depth in the content produced. This firsthand observation is pivotal in crafting engaging and comprehensive content. Given the competitive landscape, especially within the realm of music concert-focused TikTok accounts, maintaining a distinctive presence necessitates delivering content that resonates with the audience and stands out amidst the crowd.

d. Publication Scheduling

@jogjaskena sets a regular content publication schedule at 7 p.m. because that is when most followers are active on social media. The admin of @jogjaskena consistently adheres to the publication schedule to maintain user engagement.

e. Platform Selection

The platforms chosen for publication by the @jogjaskena account are TikTok and Instagram. TikTok is selected as the primary platform due to its ease of distributing content to followers. Additionally, content from the @jogjaskena media can be accessed by anyone through online media.

f. Style and Format Selection


The account strategically adapts the style and format of its content to align with the preferences and characteristics of the TikTok audience. Leveraging TikTok's creative features, such as special effects, filters, and challenges, enhances the engagement and interactivity of the content. By incorporating popular music, captivating editing trends, and keeping the duration short, the content becomes more appealing and easily consumable for the audience. This approach ensures that the content remains dynamic and resonates effectively with the TikTok community, ultimately maximizing reach and impact.

g. Collaboration

THR NYA MASIH KAN???

DEWA 19, JKT 48, HINDIA, GUYON WATON
DAN 10 MUSISI LAINNYA MAU KE JOGJAAA

BURUAN BELI TIKETNYA SEBELUM DI AMBIL
SAMA ORANG!!! KELUARIN THR KALIAN
UNTUK INI SEKARANG JUGAAA
[#ekspectanica](#) [#jkt48](#) [#dewa19](#) [#konserjogja](#)
[#jogja24jam](#) [#hindia](#) [#dennycaknan](#)

 Risalah Hati - Dewa 19

The @jogjaskena account actively seeks collaboration opportunities with music concert organizers and similar accounts to amplify visibility, secure exclusive access to music events, and broaden the audience reach. The image above illustrates one such collaboration between @jogjaskena and a media partner.

To establish partnerships, @jogjaskena initiates collaboration offers with music event organizers, highlighting the benefits it can offer as a media partner, such as exclusive coverage, event promotion, and enhanced access to the event. Once a partnership is established, @jogjaskena maintains regular communication with its collaborators. This includes providing updates on promotional performance, sharing posts, soliciting feedback, and addressing any issues that may arise. This proactive approach ensures a cohesive and mutually beneficial partnership between @jogjaskena and its collaborators, ultimately contributing to the account's goal of promoting music events in Yogyakarta.

h. Performance Measurement

Utilize TikTok analytics to track content performance, such as views, likes, comments, and new followers. Evaluate the results regularly and adjust strategies if necessary.

i. Logo Creation



The Jogjaskena logo, created by Ahmad Yahya with input from colleagues, holds several symbolic meanings:

1. The word "Jogja": The inclusion of "Jogja" in the logo represents the local identity and origin of Yogyakarta. By incorporating this abbreviation, the logo establishes a connection with the city and its cultural significance.
2. The word "Skena": The word "skena" suggests an association or platform dedicated to promoting culture and the arts. It signifies a space where creative expression, artistic endeavors, and cultural events converge.
3. Blue and White: The choice of blue and white colors conveys traits such as peace, purity, honesty, and professionalism. These colors aim to evoke a sense of trustworthiness and credibility, enhancing the logo's appeal to users.
4. Wavy Text: The wavy text in the logo symbolizes dynamism, diversity, and creativity. It reflects the ever-changing nature of cultural expression and artistic endeavors. The wave-

like design also suggests movement, energy, and innovation, capturing the essence of the vibrant cultural scene in Yogyakarta.

3.1.2. Organizing

Organizing on the @jogjaskena account involves establishing clear work divisions to ensure efficient task allocation and streamline content production processes. While the account may not follow a traditional media organizational structure, it still utilizes divisions to facilitate the management of tasks and content creation. These divisions may be based on specific programs or content types, allowing team members to focus on their respective areas of expertise.

By organizing work divisions, the @jogjaskena account can effectively manage the production of content, ensuring that each team member contributes to the overall goals of the account. This approach helps streamline workflows, enhance productivity, and maintain consistency in content quality and delivery. The divisions existing in @jogjaskena are as follows.:

a. Creative Team Division

The Creative Team division of @jogjaskena plays a crucial role in generating engaging and relevant content for the account. This team is responsible for brainstorming creative ideas, capturing compelling visuals, and crafting captivating captions to accompany the content. They are also involved in editing and refining the content to maintain quality and consistency with the @jogjaskena account's style and objectives.

To ensure the content remains engaging and up-to-date, the Creative Team keeps abreast of the latest trends on social media platforms. By staying informed about current trends and audience preferences, they can tailor their content to resonate with the target audience effectively. Additionally, the team may collaborate with partners or event organizers to create unique and compelling content that stands out and attracts attention. By leveraging their creativity, understanding of social media trends, and strategic collaborations, the Creative Team contributes to the overall success of @jogjaskena in engaging its audience and promoting music concerts effectively.

b. Social Media Division

The Social Media Division of @jogjaskena plays a crucial role in managing the Instagram and TikTok accounts effectively. Admins within this division are responsible for engaging with followers, responding to inquiries, and maintaining a positive and safe online environment. They actively monitor comments and interactions, promptly addressing any inappropriate behavior or content that may arise.

In addition to community management, the Social Media Division assists in the content publication process by posting updates and announcements on Instagram and TikTok. This ensures that followers are kept informed about upcoming music concerts and other relevant events in Yogyakarta. Given the widespread use of social media platforms like Instagram and TikTok, managing these accounts through a dedicated division allows @jogjaskena to reach a broad audience and disseminate information effectively. By leveraging the power of social media, the account can amplify its visibility and engagement, ultimately contributing to the success of promoting music concerts in Yogyakarta.

3.1.3. Actuating

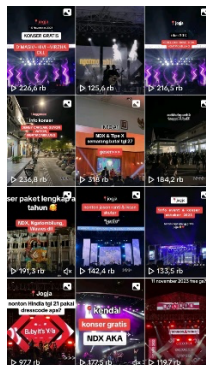
Implementation is a critical phase where plans are put into action to achieve desired goals. In the case of @jogjaskena, implementation involves various activities aimed at engaging with followers, collaborating with event organizers, and consistently sharing relevant content on social media platforms like Instagram and TikTok. The @jogjaskena account consists of one admin, a Creative Team, and a leader; they all share the same interest in music and art.



One key aspect of implementation for @jogjaskena is collaboration with event organizers and local musicians to expand outreach and enhance available content. By partnering with events like Jogja Second Fest, @jogjaskena can provide exclusive coverage and promote these events to its followers, thereby increasing awareness and participation.



Another important aspect is active engagement with followers. The admin of @jogjaskena plays a crucial role in responding to questions, feedback, and requests from followers. This direct interaction helps build a strong relationship with the audience and ensures that their needs are met.



Additionally, planned content, such as concert snippets, is regularly published on TikTok and Instagram according to a set schedule. This consistent posting schedule helps maintain audience engagement and keeps followers informed about upcoming music concerts and events in Yogyakarta. Overall, effective implementation of media management strategies allows @jogjaskena to achieve its goals of increasing awareness of music concerts in Yogyakarta and establishing itself as a reliable source of information in the local music community.

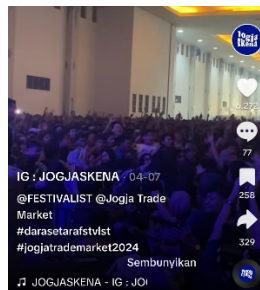
As an account focused on promoting music concerts in Yogyakarta and its surroundings, the uploaded content may include:

- a. Event Announcements



Event announcements are one of the crucial content types in the marketing strategy of @jogjaskena. This content aims to provide clear and comprehensive information to followers about upcoming music events in Yogyakarta and its surroundings. As shown in the image above, an upcoming music event includes details about the performing artists, dates, locations, and other important information.

b. Event Documentation



Photos and videos from ongoing music concerts, showcasing the atmosphere, performances of artists, and reactions from fans.

c. Interview content

@jogjaskena has content that contains interviews with attendees or performers. These interviews may include questions about what drew them to the event, what they expected from the concert, their impressions of the artist's performance, and their unique experiences.

Through these interviews, followers can get diverse viewpoints and understand various perspectives on music events in Yogyakarta. It can also allow followers to feel more engaged with the content shared by @jogjaskena, as they can see people like themselves being interviewed and sharing their experiences.

3.1.4. Controlling

Controlling is a critical aspect of organizational management, enabling the evaluation of whether goals have been achieved and ensuring that functions proceed as intended. For the @jogjaskena account, controlling involves assessing the quality and effectiveness of the content uploaded, with the account owner playing a central role in this process.

As the leader of the @jogjaskena account, the owner has the authority to determine which content is suitable for upload. This involves evaluating whether the content meets the account's standards for transparency, accuracy, and relevance. The owner may assess whether articles or content have credible and accountable sources before they are shared with followers.

Additionally, controlling may involve monitoring the performance of the account, such as tracking engagement metrics, follower growth, and audience feedback. By analyzing these metrics, the owner can gauge the effectiveness of the account's strategies and adjust them as needed to better achieve its goals. Overall, controlling is essential for ensuring that the @jogjaskena account maintains high standards of quality and relevance in its content, ultimately contributing to its success in promoting music concerts and engaging with its audience in Yogyakarta and beyond.

a. Managing Production

The production stage is crucial for @jogjaskena as it involves creating content that engages its audience and fulfills its objectives. This process is guided by media planning and involves collaboration among different work divisions under the oversight of the account owner. @jogjaskena distinguishes itself from similar accounts by offering a wide variety of content, including video recordings directly from events. This diverse range of content, sourced through partnerships with event organizers and creators, contributes to the account's appeal and anticipation among followers.

During the production process, the @jogjaskena team ensures that the content is clear, informative, and comprehensive. Event announcements, for example, provide detailed information such as event dates, performers, and in-depth event coverage. By consistently delivering high-quality and engaging content, @jogjaskena effectively communicates with its audience and maintains its relevance as a trusted source of information for music concerts in Yogyakarta.

b. Managing Human Resources

Managing human resources effectively in a media organization like @jogjaskena involves allocating tasks according to each individual's expertise and ensuring alignment with organizational goals. The account owner oversees employees to ensure that the organization remains on track. If any part of the organization deviates from its objectives, the owner investigates the cause and takes corrective action.

In addition to overseeing employees, @jogjaskena utilizes internal communication tools like WhatsApp groups for seamless coordination, information sharing, and collaboration among team members. This facilitates efficient workflow and ensures that everyone remains informed and aligned with the organization's objectives. Through effective management of human resources, @jogjaskena can optimize its performance and achieve its goals in disseminating information about music concerts in Yogyakarta.

3.2. Create a Discussion

From the results described above, in competition with similar accounts, @jogjaskena always provides something interesting on its social media platforms. Maintaining a competitive edge in the social media landscape requires continuous innovation and collaboration. By providing exciting and informative content and collaborating with similar accounts, @jogjaskena aims to keep its audience engaged and expand its reach. The account primarily focuses on music concerts but also includes other entertainment activities in Yogyakarta, such as cafe recommendation. Such is expressed by Ahmad Yahya Afifi, who is the owner of the @jogjaskena account:

"In maintaining this account, we always provide exciting and informative content to be received by social media users who see it. Not only that, we also collaborate with several accounts that follow music concerts or accounts that share the same information. We have also started to create content interviews with concertgoers for the entertainment counter on the @jogjaskena account; in the future, we will always make more exciting content".

The @jogjaskena account presents various information or news, including music concerts, cafe recommendations, and other entertainment activities in Yogyakarta. However, the main content is music concerts, which display various types of information ranging from performers, event dates, event locations, and all information that explains an event that will be held. Presenting recorded or recap content from an event that @jogjaskena has visited is also a practical step in achieving various goals, from expanding reach and market share to strengthening ties with local communities interested in music. Although the content managed to gain a large audience and comments, it has its challenges in the content production process. According to Bagus, who is the social media team of @jogjaskena, he said:

"One of the challenges faced when producing content is that during the production process, we do not have adequate tools to get perfect results; we only maximize the tools we have to get maximum results, and our human resources are still small, making us overwhelmed to produce content".

Although facing challenges in the content creation process, there are several ideas to make the content worthy of publication. The importance of innovative and creative content strategies, coupled with regular evaluations and adjustments based on audience feedback, cannot be overstated. These

practices are essential for maintaining audience engagement and attracting new followers. Additionally, structured planning is crucial for the success of content production, as it ensures that the content resonates with the target audience and achieves the desired impact.

A large and engaged audience not only enhances the account's credibility but also attracts potential collaborators such as event organizers. Therefore, every effort must be made to produce high-quality content that appeals to social media users.

Media management plays a vital role in anticipating and adapting to changes in the digital landscape. While similarities exist between @jogjaskena's media management and that of other accounts, differences arise based on the type of content being managed. By adhering to the POAC theory and embracing innovation, @jogjaskena can stay ahead of the curve and overcome any challenges that may arise in the future.

In conclusion, staying proactive and adaptable in media management is key to the long-term success of @jogjaskena. By continually innovating and refining its content strategies, @jogjaskena can remain a relevant and influential presence in the world of social media..

4. Conclusion

Based on the research conducted by the author on the "media management of @jogjaskena's TikTok account as a platform for information on Yogyakarta community music concerts in 2023," it is evident that @jogjaskena employs various methods to engage with its followers. This includes sharing informative content through posts, comments, captions, and direct messages to address queries. The content, comprising photos and videos, provides details about music concerts in Yogyakarta and neighboring areas. Posts are scheduled for upload at 7 pm to coincide with peak TikTok usage times. @jogjaskena features interview content with attendees, which effectively strengthens the connection between the account and its followers, distinguishing it from similar accounts.

The shared content includes informative messages such as the event organizer's name and account, event date, performers, schedule, and ticket prices. Collaborations undertaken by @jogjaskena involve mutual interaction, such as serving as a media partner for upcoming events. These collaborations yield benefits in terms of revenue and audience engagement. By actively engaging with followers and maintaining a presence on TikTok, @jogjaskena enhances its visibility and audience insights.

In conclusion, this research demonstrates that the media management implemented by the @jogjaskena account aligns with the four aspects outlined in the POAC theory: comprehensive planning, effective organization, purposeful execution, and meticulous supervision. It illustrates how this theory can be effectively applied to achieve predetermined objectives, particularly in the areas of planning, organizing, executing, and controlling content dissemination.

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