

# Instagram Social Media Marketing Communication Strategy @CRSL.Concert Yogyakarta Series #4 in Building Brand Awareness in 2023

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## ABSTRACT

**Keywords:** Brand Awareness; Social Media Instagram; @csl.concert

This research analyzes the social media marketing communication strategy of Instagram @csl.concert Yogyakarta series #4 in building brand awareness in 2023. This research describes the social media marketing communication strategy of Instagram @csl.concert Yogyakarta series #4 in building brand awareness in 2023. This research method is descriptive qualitative, which describes the research conditions based on actual data. The object of this research is Instagram social media marketing communication strategy @csl.concert Yogyakarta series #4 in building brand awareness in 2023. The results of the research on Instagram social media marketing communication strategy @csl.concert Yogyakarta series #4 in building brand awareness in 2023 have been carried out based on the process of digital marketing including accessibility, interactivity, entertainment, credibility, irritation and informativeness. Through the utilization of social media, @csl.concert has succeeded in building strong brand awareness through Instagram and has reached the top of mind stage among audiences.

## 1. Introduction

The music industry in Indonesia is currently growing very rapidly, characterized by the emergence of many new musicians and various genres and genres of music or bands that have sprung up. The public's enthusiasm for music is also evident today, reflected in the high interest in attending music events. To be successful in the music industry, it is not enough just to produce works, but also requires adequate infrastructure support. In addition, an effective marketing strategy is also needed so that the music that has been produced can be widely enjoyed by the public (Jati & Rusdi, 2021).

The development of the music industry has provided significant opportunities for event organizers (EOs) to play a role in building brand awareness, both for artists and sponsors. The existence of event organizers (EOs) in Yogyakarta is very influential in the success of a concert event, because they have a deep understanding of the market dynamics in the region. Event Organizers (EOs) are responsible for designing engaging experiences that connect artists with fans, as well as enabling the brand that hosts the event to reach the target audience directly (Muarif et al., 2024). Therefore, the role of event organizers (EO) in holding music concert events is very important to implement effective marketing communication strategies to build brand awareness, thus making music concerts a tool in achieving broader marketing goals.

The development of music concert events in Yogyakarta can be seen from the increasing frequency of organizing music concert events and the diversity of music genres offered. The number of events is evidenced by the results of a survey conducted by goersapp.com in 2023 stating that

there are 15 music events in Yogyakarta that will be held in December 2023 by presenting popular local musicians. With so many events being held, of course, careful planning and effective marketing strategies are needed so that each event held is successful and sustainable. Such efforts are not only important to attract the attention of the audience, but also to ensure that each event is very well prepared to achieve the desired goals.

Seeing the number of event organizers (EO), especially in organizing music concerts, of course a special strategy is needed for the sustainability of an event and the success of an event. The use of new media in the current era is one of the alternative ways to build brand awareness of a product or service. It cannot be denied that in the modern era with wider and easier access to information, many people have begun to switch to using new media to facilitate access to information. Social media, which can be accessed by everyone, can be used to promote businesses and reach more people with promotional networks (Saputra, Guntoro, & Annisa, 2021).

Through a data survey in the goodstats.id article concluded through Datareportal in 2023, it states that there are 4.76 billion active social media users spread throughout the world. In Indonesia alone, there are 167 million active social media users, which is equivalent to 60.4% of the population. Social media is a medium for socializing with each other and is carried out online which allows people to interact with each other without any restrictions on space and time. Social media is currently an important role for people to carry out various activities such as exchanging information and finding information is considered faster and easier, so social media makes the reason if everyone uses social media as a communication tool and has become a primary need (Damayanti et al., 2023).

Based on the description above, the researcher has a deep connection to explore the Instagram social media @crsl.concert. This interest arises because the account has a unique and informative approach to posting content, which distinguishes it from other accounts in the same industry. With a creative strategy, @crsl.concert not only shares information, but also builds a closer relationship with its audience.

The growing number of followers on this account is an important indicator of the effectiveness of their strategy. Every attention-grabbing post whether through images, videos, or inspirational stories, contributes to increased brand awareness. When more people follow this account, they not only recognize the brand, but also actively engage with the content presented. This way @crsl.concert can create a strong awareness of their brand among a wider audience.

Social media sites such as blogs, Facebook, Instagram, Twitter and YouTube offer many advantages to businesses and are growing faster than conventional media such as print and TV ads, brochures, and flyers. (Sudirwono, Nurriqli, & Risanta, 2021). In digital marketing (Sanjaya, Riduan, & Tarigan, 2019) Digital marketing is marketing that utilizes various business-enabling media. Digital marketing is defined as an effort to establish, develop, and maintain mutually beneficial relationships between buyers and producers (Ayesha, et al., 2022). Firmansyah (2020) Firmansyah explained that marketing communication has a significant impact if done effectively and efficiently. The purpose of marketing communication is to disseminate information (informative communication), influence someone or anyone to make a purchase or attract consumers (persuasive communication), and remind the audience to make repeat purchases (recall communication) (Prasetyo A, 2022).

Conversational media itself is a web application that makes the production and delivery of words, images, video, and audio content easy and possible (Coleman, Chandler, & Gu, 2013). Today, the term "social media" still has many meanings and has many definitions. But in general, the meaning is that social media as a platform or media to interact with many parties digitally (Gumilar, 2015).

High engagement from followers can encourage them to participate in organized concerts, as well as recommend the brand to others. Through this study, the researcher hopes to identify the key elements of a successful content strategy in increasing brand awareness and follower numbers for @crsl.concert and its impact on audience engagement.

Based on the background that has been explained, the problem formulation of this research is how marketing communication strategies through Instagram social media @crsl.concert Yogyakarta series #4 in building brand awareness in 2023.

Researchers have observed several previous studies related to this research. One of them is research conducted by Winie Tania Wijaya, and Irra Chrisyanti Dewi with the title "*Digital Marketing Communication Strategy dalam Meningkatkan Brand Awareness KIMO Resort Pulau*

Banyak Aceh Singkil". The research questioned how digital marketing communication strategy in increasing brand awareness of KIMO Resort Pulau Banyak Aceh Singkil. The approach used in this research is qualitative research with triangulation and using comprehensive data analysis. Digital marketing communication strategy is the main key in increasing KIMO resort's brand awareness by utilizing social media and digital technology in expanding exposure, strengthening customer interaction and achieving long-term success in the tourism sector.

The second research observed is research conducted by Muhammad Hamzah, Edy Sudayanto and Bagus Cahyo Shah Adhi Pradana with the title "Strategi Komunikasi Pemasaran Digital dalam Peningkatan Brand Awareness (Studi Deskriptif Kualitatif pada Ragil Kuning)". The research is a qualitative study that is described descriptively, the data is obtained through primary and secondary data. The results show that Ragil Kuning really understands the importance of SWOT analysis in developing its business. The communication mix strategy used by Ragil Kuning to increase brand awareness is advertising, promotion and publication. In addition, increasing brand awareness through digital marketing communication strategies at Ragil Kuning can be seen from most of the respondents interviewed by researchers, where they stated that they had recommended Ragil Kuning to their colleagues regarding the coffee products sold.

The third research mentioned is research conducted by Nasyia Salma with the title "Analisis Strategi Media Sosial Instagram Untuk Meningkatkan Brand Awareness PT. Asuransi Umum Mega". This research proposes the formulation of the problem of Instagram social media strategy to increase brand awareness of PT. Mega General Insurance. This type of research uses Descriptive Qualitative research. The results showed that the level of brand awareness of Mega Insurance was still at a low level, so a more optimal Instagram marketing strategy was needed in increasing brand awareness. The Instagram marketing strategy is then formulated by considering the factors that build brand awareness, such as brand exposure, customer interaction and electronic word-of-mouth influence.

The equation with the research conducted by Winie Tania Wijaya, and Irra Chrisyanti Dewi is that both of them examine the concept of digital marketing communication strategy as a marketing strategy. The difference in research in previous studies is in the research subject and the second difference is that the previous study focused on the overall marketing strategy, while this study only focuses on marketing communication strategies through Instagram social media in building brand awareness, where the results of this study will discuss how digital marketing communication strategies through Instagram @crsl.concert yogyakarta series #4 in building brand awareness in 2023.

## 2. Method

This research uses qualitative research methods with a descriptive approach. Descriptive research is a type of research that aims to describe and report the conditions under study directly without drawing any conclusions (Suraman, Rachmat, & Supardi, 2016). The object of this research is the Instagram social media marketing communication strategy @crsl.concert yogyakarta series #4 in building brand awareness in 2023. Data collection techniques in this study used interviews and documentation. The data analysis technique uses the Miles interactive model. Sugiyono (2017) stated that the Miles and Huberman interactive model encourages deep understanding in processing data to reveal the hidden meaning in it, namely reduction, data display and conclusions (verification).

Interviews in a qualitative approach are an in-depth process, where researchers aim to obtain information directly by asking questions to informants or key informants to obtain meaningful data. (Indrawan & Poppy, 2016). Santosa (2015) stated that crucial elements in qualitative research include analytical acumen, objectivity, systematicity and also the ability to interpret accurate data.

Creswell & Poth (2018) explains qualitative research signifies that it begins by recognizing certain assumptions and utilizing an interpretive or theoretical framework to pursue the study of phenomena related to the meaning perceived by individuals or groups in a social context. This approach focuses on the importance of understanding the internal perspectives of individuals or groups, as well as how they give meaning to their experiences in a complex social environment.

The source triangulation technique in this study researchers did as follows (Moleong, 2016). Comparing observational data with interview data. Comparing what people say in public with what they say in private. Comparing what people say about the research situation with what people say

over time. Comparing a person's circumstances and perspectives with various opinions and views of people.

### 3. Result and Discussion

#### Instagram sebagai media pemasaran digital crsl.concert

Integrated Marketing Communication (IMC) is a form of integrated marketing communication of a company, both business companies and non-profit companies. Marketing communication is used to conduct promotions with the aim of obtaining both financial and non-financial benefits (Smith, P.R & Ze Zook, 2011:265). Forms of marketing communication according to Smith, P.R & Ze Zook mencakup 1) advertising, 2) *Sponsorship*, 3) packaging, 4) Social media and Web sites, 5) sales promotion, 6) Selling & sales manajemen, 7) direct marketing, 8) Merchandising, 9) exhibitions, 10) public relations. (Smith, P.R & Ze Zook, 2011:265).

IMC can be done through several elements of the marketing communication mix. Kotler dan Keller (2016:582) categorizes the existence of 8 marketing communications mix models, among others:

a. *Advertising*

Advertising is a form of promotion that is both paid and non-paid. As a form of non-paid advertising, one example is cooperation in the form of sponsorship.

b. *Sales Promotion*

Promotion by sales requires the presence of a sales person. Promotion through sales may include other types of promotions such as samples, coupons, or premium features.

c. *Events And Experiences*

Events and experiences emphasize activities or programs supported by the company. The goal is to form interactions between brands and consumers.

d. *Public Relations and Publicity*

PR and publicity programs in this case are relevant to the IMC pillar of audience focused. PR also pays attention to programs aimed at company employees internally. Its function is to promote or protect the company's image.

e. *Online and Social Media Marketing*

Online programs are programs that utilize the internet in them. Audiences are involved either directly or indirectly. 'Subtly', these programs are intended to increase audience awareness of the brand, improve the company's image, or even do hard selling.

f. *Mobile Marketing*

This promotion also utilizes internet marketing. Mobile marketing is done through communication via consumers' mobile phones, smart phones, or tablets.

g. *Direct and Database Marketing*

This promotion is carried out by using mail, telephone, fax, email, or the internet to communicate. Usually, communication is done directly with the aim of soliciting responses from specific customers and prospects through dialog.

h. *Personal Selling*

Personal selling is a form of face-to-face interaction with one or more prospective buyers. The purpose of personal selling is to present products to potential customers, answer consumer questions about products, and also get orders from consumers.

The @crsl.concert account utilizes Instagram as a digital marketing medium, the @crsl.concert account can utilize Instagram effectively as part of the IMC strategy by following the stages that have been set. By identifying the target market, determining communication objectives, and using various communication tools, they can increase the effectiveness of digital marketing and achieve better results in concert promotion. By utilizing Instagram as a medium for marketing which is considered effective for visualizing their promotional content such as providing concert location information, concert mapping, ticket pricelist, guest stars, merchandise, rundown, sponsorship partners, giveaways, and all other required information. Instagram also greatly facilitates concert event drivers in making their promotions more optimal such as the ability to customize content using reels, post feeds, instagram stories, highlights, collaboration feeds, instagram bio, which is done by @crsl.concert.

Crs1.concert series #4 in 2023, based on related research @crsl.concert Instagram account gets likes with an average of 1000 per feed post. The shared Instagram Reels content gained audience attention of more than 10,000 views per video with the highest views reaching 974,000. Photo uploads on artist posts that will perform on the indoor stage with the most likes, namely 7,539 compared to other post uploads.

Instagram plays an important role in attracting audience attention and influencing their decisions. Ahmad Yahya revealed that friends' recommendations and invited guest stars were the main factors that attracted him to watch the concert. This confirms that strong visualization and social media recommendations on the Instagram platform can significantly influence consumer perceptions and decisions, reinforcing the effectiveness of Instagram as a promotional tool for concert organizers.

According to Yazer Nasdini (2012) in (Aryani, 2021) there are several indicators of digital marketing including:

#### a. Accessibility

The adaptation made by @crsl.concert aims to make it easier for potential audiences to access the information they offer. This is implemented through the use of Instagram social media managed by them. Prospective concert goers can easily find related information by writing the keywords @crsl.concert on search engines like Google. This way information about concerts, schedules, and other details can be accessed quickly and efficiently, providing a better experience for music fans who want to stay connected to the events they are interested in.

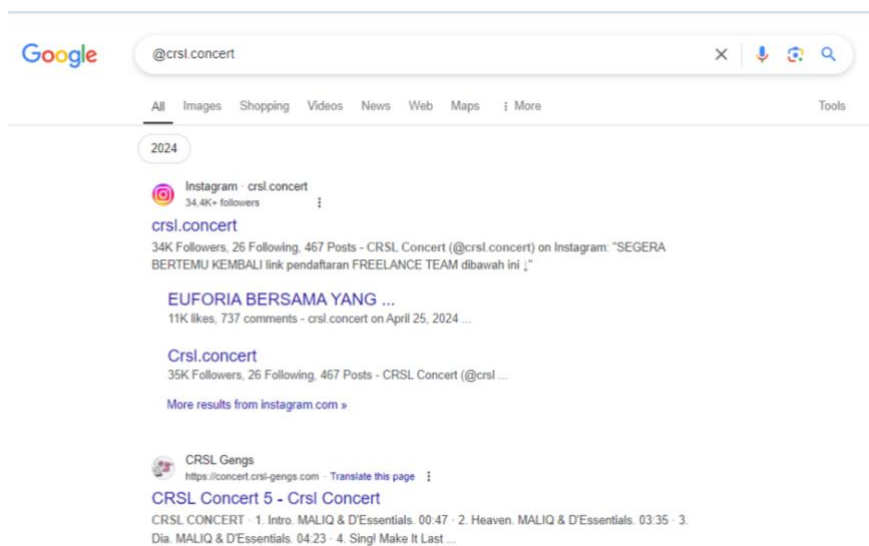


Figure 1. Screenshot of @crsl.concert in Google search engine

After typing in these keywords, potential concert-goers will be able to find links to the @crsl.concert Instagram account and other important information. In addition, they will also find a contact number that can be reached for further inquiries. In addition, the Instagram account provides reviews and testimonials from some of the audience members who have attended previous events. This not only gives a clearer picture of the experience on offer, but also builds trust and interest for potential audience members who want to join the upcoming concerts.

#### b. Interactivity

Interactivity is a level of two-way communication that refers to the ability to establish a reciprocal relationship between advertisers and consumers, where both can give and receive information. Potential audience members can directly communicate with the admin team to ask for various things, such as more details about the concert, ticket availability, or any other questions they may have. This interaction not only builds trust between the organizers and the audience, but also creates a more personalized experience for potential audience members. With open communication, @crsl.concert can provide quick and precise answers, making potential audience members feel valued and more involved in the event they are about to attend.

In addition, this interactivity can also increase consumer satisfaction, as they feel that their voices are being heard and their needs are being taken care of. This can contribute to greater loyalty towards the brand and increase their likelihood of recommending the concert to others. Ultimately, effective interactivity through digital platforms such as Instagram not only strengthens the relationship between @crsl.concert and the audience, but is also instrumental in the overall success of the event.

Here's a picture of the @crsl.concert Instagram account:



Figure 2. Instagram Account @crsl.concert

As previously discussed, in the picture above there is a tool for sending messages that prospective audiences can directly use to get various important information for several concert events that will be held by @crsl.concert.

### c. Entertainment

Providing concert-related information, such as dates, locations, and performing artists, these accounts also insert entertainment elements in some of their posts. For example, videos and images showcasing the atmosphere of the various venues where concerts have been held. This content is not only informative, but also provides a visually appealing picture of the experience that potential audience members can expect to have. In this way, @crsl.concert creates greater appeal, and builds a sense of anticipation and excitement among the audience.

The main purpose of this approach is to avoid boredom that potential audience members may experience when they only receive information without any interesting elements. By inserting videos and images depicting the atmosphere of the concert, @crsl.concert managed to create a more relaxed and enjoyable experience for their social media visitors. It serves as a form of animation that not only entertains but also piques the interest of the audience to follow the progress of the upcoming event.

As seen in their posts, this visual content is able to create a more lively and emotionally evocative atmosphere. This shows that @crsl.concert understands the importance of entertainment in their marketing strategy, so as to attract the attention of more people and encourage them to participate in the concert to be held. Thus, the combination of information and entertainment is key in increasing the attractiveness and effectiveness of promotions carried out by @crsl.concert on their Instagram platform.

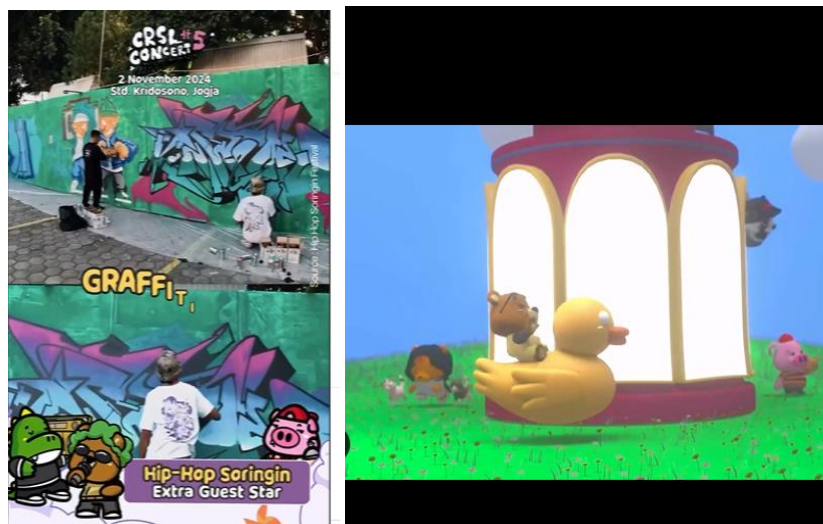


Figure 3. Instagram Interface @crsl.concert Entertainment

Furthermore, the uploaded images or videos, from footage of several previous concerts as well as animations depicting the upcoming concert, provide an overview of the upcoming concert, giving potential audiences a clear picture of the atmosphere and atmosphere of excitement during the event. With this visual content, it is hoped that potential audience members can imagine the real conditions they will experience when attending the concert. It is as if they can feel the energy and excitement themselves, thus increasing their interest and desire to participate in the upcoming concert. This creates a more immersive and personalized experience, making them even more enthusiastic to attend and enjoy the event.

Video and image uploads that are displayed at the same time become a medium that is able to attract attention so that it will indirectly make potential audiences interested and feel entertained. The nuances of relaxation from these videos and images are expected to be a driver and motivator for potential audiences to get to know @crsl.concert and also schedule to attend concerts held by @crsl.concert.

#### **d. Credibility**

Credibility is how the level of consumer trust in online marketing, which includes the extent to which advertisements are able to provide reliable, impartial, competent, and specific information about the products or services offered. High credibility not only helps attract audience attention, but also builds a long-term relationship between concert organizers and visitors. When consumers feel confident that the information they receive is accurate and reliable, they are more likely to purchase tickets and participate in the events offered.

Based on the documentation collected by the researcher, the Instagram account @crsl.concert shows that they are offering a new concert and managed to get more than 3,000 likes on the upload. This figure reflects a high level of engagement from their followers, which shows that the audience is not only interested but also trusts the information conveyed.

This credibility is reflected in various aspects, such as transparency of information about the event, responsiveness to questions from potential audience members, and consistency in the delivery of promotional materials. By prioritizing these elements, @crsl.concert can build a solid reputation in the eyes of consumers. Over time, this trust will become a valuable asset that supports the growth and sustainability of their business, and encourages more people to attend their concerts.

This confirms that credibility serves not only as a tool to attract attention, but also as a foundation to build ongoing loyalty and trust between @crsl.concert and its audience.

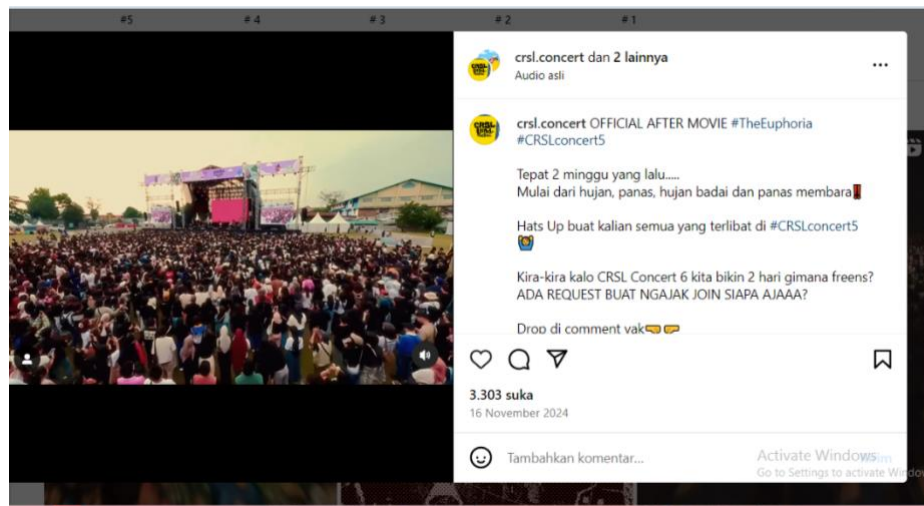


Figure 4. Instagram Interface @crsl.concert Credibility

Based on the picture above, it can be seen that @crsl.concert has succeeded in building trust among the audience that the concerts they organize are able to provide a satisfying experience. This trust is very important, because it is hoped that potential audiences will not doubt the credibility possessed by @crsl.concert. The image provides strong visual evidence of the extent to which @crsl.concert can be trusted in organizing quality events, which in turn supports audience growth and increases participation in future concerts.

In addition, the results of this research are also reinforced by an interview with informant Muhammad Anas Ma'ruf, an expert in online marketing, who provided valuable insight into the strategies implemented by @crsl.concert. In the interview excerpt, he emphasized the importance of building strong relationships with audiences through open and transparent communication. He stated that one of the keys to success in concert marketing is to ensure that all information provided is accurate and relevant, which will ultimately increase the level of consumer trust.

In their analysis, the team considered several factors, such as the number of likes, shares, comments, and reach of each post. They also checked the increase in followers and engagement rate. Most importantly, they evaluated whether the promotion had an effect on ticket sales, if tickets sold quickly it meant that the strategy was successful.

The credibility shown by @crsl.concert does not only come from the information conveyed, but also from the positive experiences experienced by the audience at previous concerts. By providing satisfactory services and maintaining the quality of the event, @crsl.concert is able to create a solid reputation in the eyes of the audience. This contributes to the development of greater loyalty among fans, who will be more likely to recommend the concert to their friends and return to attend future events.

Overall, trust and credibility are crucial elements underpinning @crsl.concert's long-term success. By continuing to focus efforts on transparency, effective communication and event quality, they can ensure that audiences feel valued and connected, driving sustainable growth for their business.

Based on the results of these interviews, it shows that the credibility possessed by crsl.concert can be seen from the number of likes, shares and comments, and the tangible evidence seen is the sale of tickets that quickly run out indicating or can make parameters that the marketing communication strategy that has been carried out is successful.

The same thing was conveyed by informant Ahmad Yahya as an audience member who had attended several concerts held by crsl.concert. the following is an excerpt from an interview with informant Ahmad Yahya. The informant stated that Crsl.concert is one of the music festivals that is always awaited, especially in Yogyakarta. As soon as he heard about Crsl.concert, he immediately imagined an exciting and must-attend event. Based on the results of the interview, it shows that the audience has stated that the concert held by crsl.concert is always awaited by music lovers in Yogyakarta. This proves that the credibility of crsl.concert is not in doubt.



### e. Irritation

Irritation is a disturbance that occurs in online marketing, such as advertising manipulation that leads to fraud or bad consumer experiences about online advertising. The results of the researcher's interview with Mohamad Hidayat Rifai as offline marketing found that there were no manipulations that resulted in fraud for potential spectators or concert visitors, the following are the results of the interview with informant Hidayat Rifai where they explained that for events that are handled every year only one event is held. Information about the event can be seen via Instagram @crsl.concert. Before holding an event, they always hold an internal meeting as a first step, where the team discusses to plan the event overview and determine who will be involved, including the entire company structure and outside parties who collaborate with them.

Based on the results of these interviews, it shows that in organizing the event @crsl.concert collaborates with several parties who collaborate with @crsl.concert, so that it can provide confidence for potential visitors or spectators who are still not sure they can directly see some comments from the @crsl.concert Instagram account.

The same thing was conveyed by informant Ahmad Yahya as the audience who stated that as long as the informant participated in the event held by @crsl.concert that so far the security is safe, so he is not afraid of unwanted events. This proves that bad experiences during concerts held @crsl.concert are not found by consumers, and consumers feel safe and comfortable attending concerts that are @crsl.concert.

### f. Informativeness

Informativeness is the ability of advertisements to supply information to consumers, which is the core of any effective advertisement. In marketing each event, @crsl.concert packages attractive offers in a light and informative way through their Instagram account. Potential viewers are presented with detailed information about the event, including a description of the event. They can also view a video depicting the event's atmosphere, complete with a brief explanation of the price and how to purchase tickets. This approach not only makes it easier for audiences to understand what is on offer, but also creates a greater sense of anticipation. By presenting informative and engaging content, @crsl.concert succeeded in attracting viewers and increasing engagement on social media as seen.

According to Kertajaya in (Augustinah & Widayati, 2019) explaining "social media is a combination of sociology and technology that turns monologue (one to many) into dialog (many to many) and information democracy that turns people from content openers to content publishers". Social media is an internet-based application service that allows users to share their opinions, thoughts, experiences, and perspectives. (Augustinah & Widayati, 2019).



Figure 5. Instagram Interface @crsl.concert Informativeness

Based on this image, it can be seen that @crsl.concert clearly provides information on how to get concert tickets and their prices. Prospective audiences can easily access information about ticket purchases, which shows certainty and clarity in the delivery of information. By including the caption "tickets are still available," @crsl.concert makes it easy for consumers to find out about ticket availability and make quick decisions.

This clarity of information is very important, as it helps to reduce confusion and increase the trust of potential audience members. In this way, @crsl.concert not only fulfills the audience's information needs, but also creates a smoother and more enjoyable experience in the ticket purchasing process. This demonstrates their commitment to providing good service and ensuring the audience feels valued.

### 1. The Role of Brand Awareness

Brand value depends on the level of awareness achievement in the minds of consumers. In building brand awareness through Instagram, Crsl.concert uploads content posted through feed posts, Instagram stories and Instagram reels. Crsl.concert builds and increases brand awareness in the following ways.

- a. Maximize the aesthetics of the Instagram feed to attract users' attention and create a consistent visual impression.
- b. Uploading concert announcement posters, teaser videos and behind-the-scenes footage to provide interesting information and generate audience enthusiasm.
- c. Work with media partners and sponsors to expand reach and enhance brand credibility among music fans.

Brand awareness according to Wasil in (Zulfikar, 2022) is the level of consumer awareness or understanding of a brand or what is in it. This refers to how much consumers recognize and remember the brand, and how familiar they are with the products or services offered by the brand. Still in (Zulfikar, 2022), Khasanah explained that brand awareness can be measured in various ways, such as through surveys or observing consumer behavior. Brand awareness is important for a brand because it can influence consumer purchasing decisions. If consumers have a high level of awareness of a brand, then they tend to prefer products or services from that brand compared to other less well-known brands.

Brand awareness is the ability of a potential consumer to recognize or remember a brand as part of a product category. Consumers prefer or buy brands that have been recognized by consumers on the grounds that they feel safe with known brands. Many consumers assume that brands that have been recognized have a high probability of being reliable in terms of product quality and stability (Duriyanto, 2017).

In building brand awareness through Instagram @crsl.concert, researchers get the results of an analysis of the Instagram social media marketing communication strategy @crsl.concert Yogyakarta series #4 in building brand awareness in 2023, the use of Instagram social media based on the results of interviews with digital marketing @crsl.concert, the reason for choosing Instagram social media as a marketing communication medium is because they believe that Instagram social media is able to facilitate marketing communication activities and build brand awareness.

Aaker (2018) brand awareness has several levels from the bottom to the highest level, namely top of mind. Here are the levels of brand awareness. The brand awareness obtained by crsl.concert through Instagram is as follows.

1. Unware of brand, at this level where potential buyers do not have confidence or knowledge about a brand, as stated by Aaker (2018). At this stage, products or brands in this category need to re-evaluate the marketing communication strategies implemented to increase consumer awareness. Based on the results of research conducted with several Instagram followers @crsl.concert, it was found that they recognize the Crsl.concert brand. this knowledge arises because followers often see photos and videos posted on the Instagram account. Thus, it can be concluded that Crsl.concert has successfully passed the level of unware of brand and started to build brand awareness among its audience.

2. *Brand Recognition*, at this level, which is the minimum level of brand awareness proposed by Aaker (2018). At this stage, consumers recall a brand through recognition, necessitating that the brand stands out and has a competitive edge. Data analysis shows that @crsl.concert, which

organizes music concerts in Yogyakarta, successfully engages followers through Instagram posts, sparking interest among potential audiences. Many expressed a desire to attend future concerts, while those not planning to attend indicate that @crsl.concert has achieved a level of brand recognition.

3. *Brand Recall*, which is the level of brand awareness proposed by Aaker (2018), A brand is considered effective when potential buyers can recall it without external prompts. Analysis indicates that @crsl.concert has successfully positioned itself as a music concert brand, making it a preferred choice for attending exciting and high-quality concerts in Yogyakarta. When associated with the theory of brand awareness according to Aaker (2018) which states the level of brand awareness into four levels, namely unaware of brand, brand recognition, brand recall and top of mind, brand awareness @crsl.concert among followers on Instagram is already at the brand recall level, because followers have been able to remember and categorize @crsl.concert as a music concert organizer. The music concert event held by @crsl.concert is an event that followers look forward to and don't want to miss every music concert event held by @crsl.concert. This makes the @crsl.concert brand has become one of the trusted brands for its customers, besides that this brand has held several concerts and all audiences feel satisfied and comfortable in enjoying the concert so that it is the first choice.

4. *Top of Mind*, which is the highest level of brand awareness proposed by Aaker (2018), where every brand in this level has an effective marketing communication strategy. This makes potential buyers automatically remember the brand as the first to come to mind when a product category is mentioned. The Crsl.concert brand has been known by many people as a music concert organizer in Yogyakarta. However, based on the results of interviews with followers of the @crsl.concert Instagram account, they mentioned that this brand name immediately came to mind when asked about music concerts in Yogyakarta. Thus, it can be concluded that Crsl.concert has successfully reached the top of mind level in brand awareness, showing that this brand has built a strong and relevant image among its target audience.

Every marketing activity always strives to get a higher level of brand awareness as top of mind. If a brand is not in the minds of consumers. Usually the brands that consumers store in memory are brands that consumers like or brands that consumers don't like. Anggraeni (2022) There are four indicators that can be used to determine how far consumers are aware of a brand, namely as follows.

1. Recall, which is how far consumers can remember when asked what brands consumers remember. A brand name that is simple, easy to remember, easy to pronounce, and has a clear meaning makes the brand easy to appear in the minds of consumers.

2. Recognition, which is the extent to which consumers or customers can recognize the brand as belonging to a certain product category.

3. Purchase, namely the extent to which consumers can recognize the brand including the choice when consumers buy products.

4. Consumption, namely how far consumers can recognize brands when consumers are using competing brands.

If you want to get the most out of managing a personal or business Instagram account, you need to follow the following three rules (Matthew, 2018).

1. Content

Content in the form of photos or videos on Instagram social media is the main thing. This is the reason why the photo or video is placed on top before the caption (text). If most other users use "pop up" (long-lasting click on photos or videos).

a. Number of content posts

If after creating content has been successful, Instagram users need to focus on the number of posts that will be uploaded every day. If you create too much content (upload photos or videos), then followers will feel annoyed by your posts and they will unfollow you.

b. Instagram Stories

This feature is a very important feature for Instagram users and there are many enthusiasts too. Stories are considered more "now" and will disappear posts in 24 hours because this feature has a time limit to appear.

c. Instagram reels

The Instagram reels feature allows users to create and upload videos with a duration of 15 seconds which are equipped with a wide selection of effects, audio and several creative tools. In this feature, users can combine several videos that have been recorded or that are already in the gallery and then turn them into one whole video. As in the TikTok social media application which has a for you page

or FYP feature, Instagram also turns the main explorer page into a synchronized one to explore various reels.

#### 2. Consistency

Consistency is a trick that is quite important in the world of business, which can unconsciously affect people's expectations. Some things that need to be considered in consistency are time, image quality, value, and theme (color layouts and other visual things).

#### 3. Community

This community is the main goal in managing an Instagram account. In the business world, everything is useless if it doesn't have a fan base in a community. The advantage of having a community is that it is easier to sell a product, increase customer trust and better understand the needs of fans or communities.

### 4. Conclusion

Based on the results of the research and discussion that has been presented, it can be concluded that the Instagram social media marketing communication strategy @crsl.concert Yogyakarta series #4 in building brand awareness in 2023 is going well or can be said to be successful because the utilization of Instagram social media is carried out with several digital marketing technique processes. With this social media utilization, Crsl.Concert has made several points that have been explained in the discussion, namely how the brand awareness generated is very good in utilizing Instagram social media and has reached the top of mind stage.

Overall, the use of Instagram social media @crsl.concert Yogyakarta series #4 in building brand awareness in the digitalization era will not be separated from the name of several stages of digital branding, fortunately Crsl.Concert always utilizes and follows the development of content, social media developments, or things related to the latest trends must be followed. However, do not forget the services carried out in welcoming the audience, services in responding to Instagram chats, and also evaluations carried out every month in making improvements to keep it good in utilizing Instagram social media.

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