

CHAPTER I

INTRODUCTION

In this chapter the writer will discuss an explanation of the background of the study, formulation of the problem, research problem, research objective, research contribution and research outline. This chapter serves to provide the readers the basic understanding of the research topic.

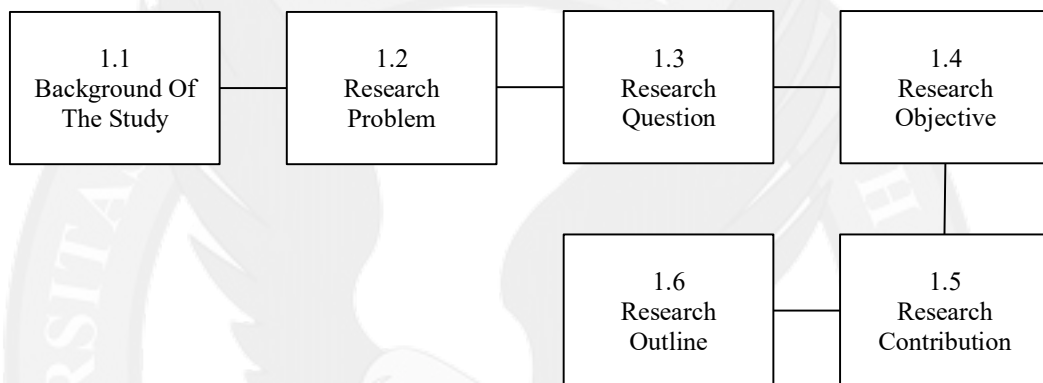


Figure 1.1 Diagram of Introduction Framework
Source : Created by researcher for this research (2020)

1.1 Background Of The Study

Currently the world has experienced globalization which makes all human activities easier and also faster (Politzer, 2008). There are several different meanings of approaches and ideas about globalization, then we can categorize globalization into two, namely:

1. According to some people, globalization is needed in life along with the times, then we must be willing to accept the changes and be active in carrying out this process in life.

2. Then there is also the opposite in seeing change, namely supporting the need for an increased sense of nationalism and the consolidation of state power.

There are several ways to define and carry out activities regarding globalization. For example, according to Bornman and Schoonraad (2001) someone talks about economic, social, and cultural globalization so that plural globalization may be more accurate (Braman & Statan, 2000). Then according to Teitel (2005) globalization in terms of economy is a form of phenomenon in increasing world economic integration which is found in the real world with the growth of factors of mobility and international trade. “ Progress in globalization is very visible in the presence of significant advances in technology and economy. Apart from economic progress there are other advances, which is progress in the music and also in tourism. Music has always been there to complement human life. People listen to music anytime and anywhere, this is because music can be accessed via the internet very easily.

Music tourism is an example of a tourism sector that have a very significant development (Connell, 2007). According to Gibson's (2003) statement in America, music-based tourism contribute around 17 percent in the tourism industry, then Schwarts (2013) adds that now music festivals have become very popular from previous years, so that they now attract millions of fans around the world. However, according to the UK Music website (2011), music tourism is currently not considered a definite market segment in terms of tourism, and the research is still lacking in terms of success.

We can see this music tourism as an example of the many concerts held by various countries to attract tourists, for example the music festival which recently presented its concerts online, namely We The Fest. We The Fest is a summer festival of music, food, fashion and arts taking place in Jakarta every year. Since the first time this music festival was held in 2014, this music festival has provided outstanding performances of world-famous singer and having a various genres including Dua Lipa, Big Sean, G-Eazy, others. This music festival also presents famous singers from Indonesia to appear at their event, including Raisa, Sheila on 7, Afgan, and many more. In 2019, We The Fest has made its sixth edition where the music festival is held at JiExpo Kemayoran, located in Jakarta, and visitors who visit this music festival come from 30 countries and 60,000 people come to enjoy the music festival. We The Fest is a classy festival because of how nicely it is organized and the friendly atmosphere. We The Fest is a music festival that pioneered the festival where there are elements of art, fashion and food presented through various activations and there are different zones that can be enjoyed and explored by people that come to this music festival.

Even though almost everyone is familiar with We The Fest, that doesn't mean the promoters of We The Fest don't advertise it. The advertisements used by concert promoters usually use social media as their advertising platform, because now technology advances as discussed previously, namely the impact of globalization.

Social media is currently very beneficial for everyone who uses it. Research published by The Wall Street Journal, Crowdtap, and Ipsos MediaCT in 2014 where they engaged 839 respondents aged 16 to 36 years to show how much time people spend accessing the internet and social media. And the results of the data tell that someone can access social media and the internet in a day up to 6 hours 46 minutes. The term of social media is composed of two words, which are "media" and "social". Based on Laugher (2007) & McQuail (2003) media is defined as a means of communication between two or more people, meanwhile, the word social can be interpreted as a social reality where each individual takes action that can contribute to society positively. Durkheim's Dalam Fuchs (2014) statement emphasizes that in media, software and reality are products of a social process. Social media as "a group of Internet-based applications that build on the foundation of Web 2.0 ideology and technology, and enable the creation and exchange of user-generated content" (Kaplan & Haenlein, 2010). Michael Mandiberg gave his opinion on the notion of social media which has been associated with various concepts: "the corporate media favourite 'user-generated content,' Henry Jenkins' media-industries-focused 'convergence culture,' Jay Rosen's 'the people formerly known as the audience,' the politically infused 'participatory media,' Yochai Benkler's process-oriented 'peer-production,' and Tim O'Reilly's computer-programming-oriented 'Web 2.0'" (Mandiberg 2012, 2).

The main purpose of social media interaction is to get a good relationships with customers. If in advertising there is a desire to build strong brand

relationships, then the important point is to include content that has a high level of emotionality, and this will be most effective if more attention is paid to emotional content (Heath, Brandt, and Nairn, 2006). Social media can make an emotional connection within customers by attaching useful content so, customers feel that they are making an emotional connection through social media, the purchase intention of customer for a product is due to the emotional factors that encourage customer to keep buying the product, so that marketing through social media can make customer have a relationship and fall in love with the product so that later it will make them still buy the product and becoming loyal to the product (Sproutsocial, 2020).

After customer have bought the product, they must keep thinking of ways to keep them buying the product by making the product consistent and making the product really needed by customers. In the future, the brand relationship quality will be very good between sellers and customer.

In addition to bringing people who are far closer to close, social media can also be used as a place to carry out a promotion or advertisement. Advertising is evolving and now becoming a very complex form of communication. There are thousands of different ways to get messages to consumers for businesses. Now, advertisers have a wide variety of choices to be use for advertising to consumer. Based on American Marketing association, the definition of advertising is "any paid form of nonpersonal presentation and promotion of goods, services and ideas by an identified sponsor" (Kazmi and Batra, 2008). The used of advertising is giving business information to the prospective and

present customers. For example are providing information about the availability of its products, giving information about the business background, product qualities, etc. The ideal advertising message can attract customer attention, increase customer interest in buying the products, and in the end leading to action that customer will but the products (Gupta, 2012).

Social media is actually closely related to the internet. This is evidenced by the data below:

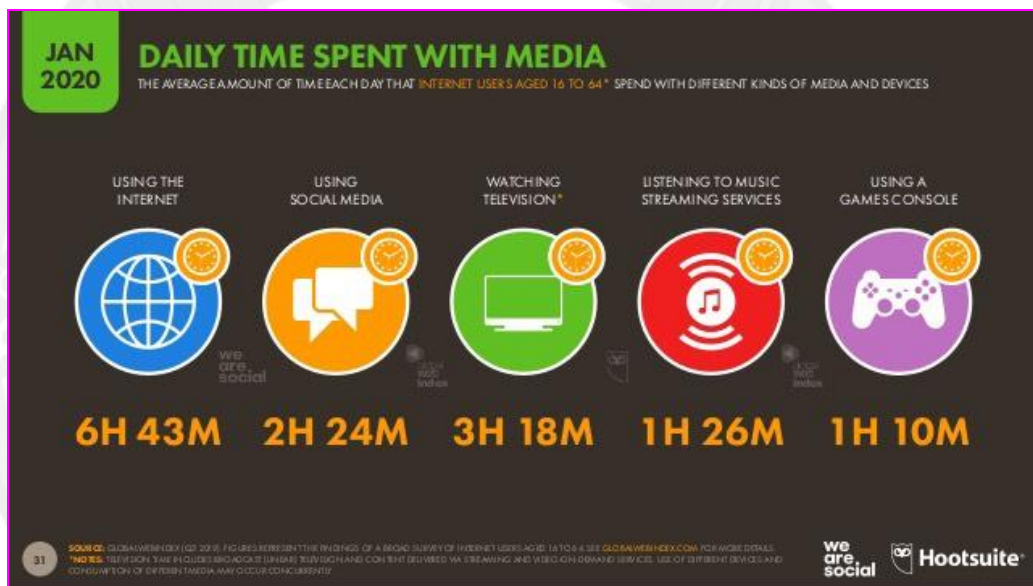


Figure 1.2 Daily Time Spent With Media

Source : <https://wearesocial.com/blog/2020/01/digital-2020-3-8-billion-people-use-social-media>

With the data listed in the figure 1.2, it can be said that humans currently spend 6 hours 43 minutes using the internet and spend 2 hours 24 minutes opening social media. The use of a lot of human time is spent opening or accessing the internet and also social media. This is because the internet provides all kinds of things that people are looking for.

In addition, there is also data specifically which states that Indonesians are included in the society who spend a lot of time accessing the internet.

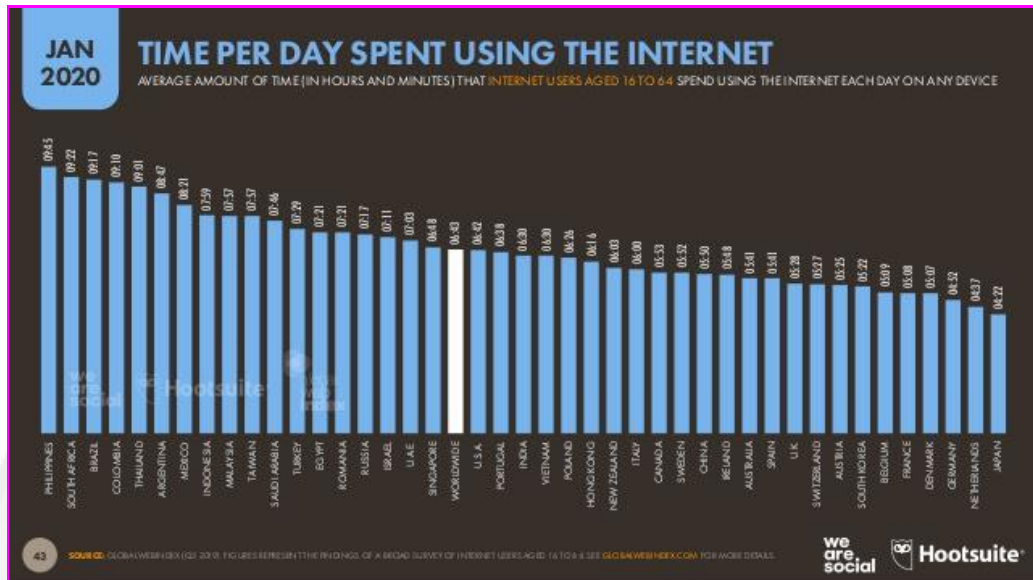


Figure 1.3 Time Per Day Spent Using The Internet

Source : <https://wearesocial.com/blog/2020/01/digital-2020-3-8-billion-people-use-social-media>

Based on the data from figure 1.3, Indonesia is ranked 8th in a country that spends most of the time accessing the internet per day with a total time of 7 hours 59 minutes / day.

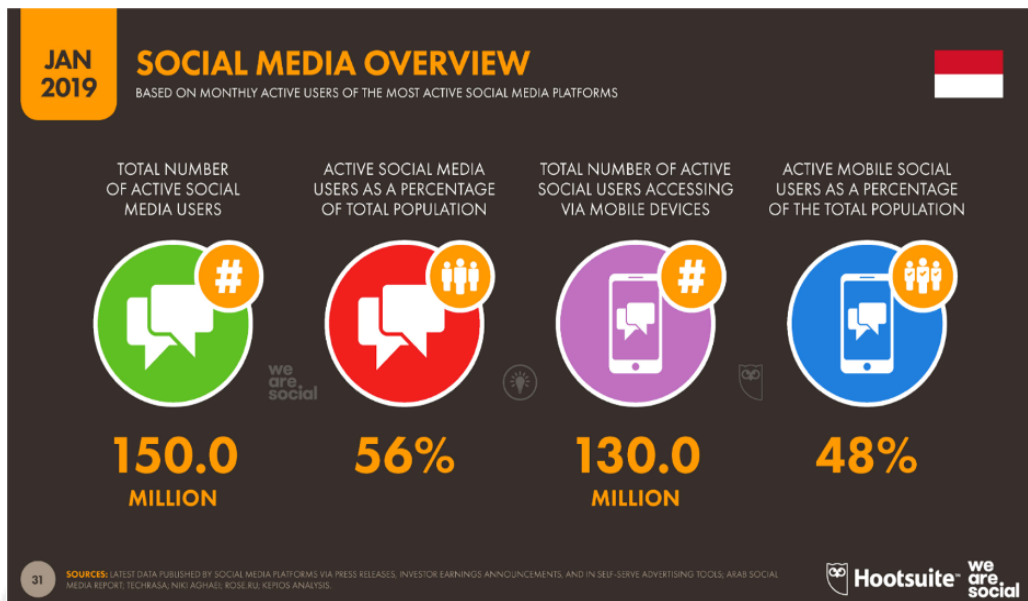


Figure 1.4 Social Media Overview in Indonesia

Source : <https://websindo.com/indonesia-digital-2019-media-sosial/>

Based on figure 1.4, it can be seen that in Indonesia as many as 150 million people or the same as 56% of the total population actively use social media. 56% is a number above 50%, which means that the majority of people in Indonesia use social media. From this data alone, it can be seen very clearly that currently the influence of social media is very large in the community.

Today Instagram is one of the most popular social media. On Instagram we can upload photos, stories, make a live, and even promote our account via Instagram. For example, the music festival which recently held an online concert, namely "We The Fest", has carried out massive promotion on social media through Instagram.

They use the hashtag # WTF20HOME as their main promotional material. In addition, they also regularly upload the schedules of the singers who will appear on the first to the second day on Instagram so that consumers can see and also share the event with others.



Figure 1.5 We The Fest Instagram Account
Source : Instagram



Figure 1.6 Example Of Activities from We The Fest
Source : Instagram



Figure 1.7 Promotional Example From We The Fest
Source : Instagram

Usually We The Fest do music festivals not online, but due to the ongoing pandemic conditions they hold them online and also they are more aggressively promoting through social media because many people currently just stay at home. All activities of most people are limited and only using internet media. Therefore, it will be very helpful for them to promote on social media because of this pandemic, almost everyone opens social media and the internet more than before.

After seeing the data and explanations that have been listed, social media and the internet are important platforms for advertising various kinds of products, both goods and services. This is because people tend to spend their time opening up the internet and social media. One of them is about concerts to improve the music tourism sector. Promoting or advertising for music concerts on social media has various positive impacts, which are:

- a. Can do promotions for free. To create an account, with no cost, such as creating an account on Instagram to carry out promotions and also to provide various announcements.
- b. Inexpensive costs. Even though creating an account is free, if the promoters want to do advertisements that can be seen by everyone they have to spend money to do it so that their ads can evenly be seen by all the people using social media.
- c. Because, most of the targets of music concert advertisements are teenagers with age around 18-30 years, it is very efficient to use social media as promotional material because with that age range, people actively use social media.

To understand more about the benefits of social media to serve as promotional material at this time, a comparison table will be made using promotion in a traditional style.

The role of social media today is very influential in the success of marketing advertisements for several concert events. Here are some strategies that can be applied to promote events through social media:

- a. Communicative: communicative plays an important role for marketing in social media. This can be seen by being interactive and informative in conveying a message. The promoter or vendor can make an approach to promoting the event through social media.

- b. Using hashtags: hashtags can usually be very useful in advertising something because everyone can see hashtags and also promote the hashtags
- c. Relevant content: content that contains information and invitations alone is not enough to attract the attention of potential visitors. Make it extra productive that leads to education such as asking questions about event programs, social activities, and many more.

In order to be more understand about the benefits of social media to serve as promotional material at this time, a comparison table with promotion using a traditional style :

Table 1.1 Comparison Between Promotion Using Social Media and Promotion Using Traditional Styles

Promotion using social media	Promotion using traditional styles
Lower costs compared to renting billboards and etc.	Costs are more expensive compared to promotions on social media because printing costs are required, billboard rental fees, tax fees and others.
The target market is only a few people who are active and who can use social media.	The target market for viewing advertisements can be from various groups, regardless of age.
It can be done quickly and is also more efficient because you don't have to wait for printing, wait for permission, and etc.	The process takes longer than promotion using social media.

Source : Created by researcher for this research (2020)

Based on table 1.1, it can be concluded that marketing advertisements or promotions using social media is much more efficient and also much better than using traditional methods such as placing billboards and etc.

There are several studies on brand control and brand ownership associated with festivals, according to Mossberg and Getz (2006) brand thinking has a relationship with festivals because brand thinking can be applied to services, products, people, organizations, symbols or teams. There are problems that occur about the relationship between brands and customers due to the influence of social media so how far it can affect consumers' emotional interest with music festivals and also if developing interactions through social media can make the relationship between brands and customers stronger.

Later writer are trying to find out if existing customers who already being engage in the social media through brand related have more preferred towards brand perceptions and behaviours than those who don't. Based on the background description above, which will be discussed in this study regarding the influence of social media interactions and music festival brands that have been affecting on how consumers feel and think through their emotion toward the brands, and resulting to the interactions of the desired marketing outcomes.

1.2 Research Problem

In a study conducted by (Hudson et al., 2015) there is an issue where currently social media is one of the platforms used to carry out advertisements

or promotions in the field of music or concerts. Music festivals are currently developing in Indonesia due to the increasing interest of people to watch concerts, especially those held with an outdoor concept and also featuring several singers. The concept applied to the WTF music festival is almost the same as what most music festivals in the world do. The target age for watching WTF festival music is millennials but there is no age limit for watching festival music.

In figure 1.4, more than half of the population in Indonesia actively uses social media. Social media interaction can occur when someone pairs promotions or advertisements on social media to create emotional attachments that indirectly increase brand relationship quality so that consumers know more about the topic of advertisement that are being promoting and will lead to promotion indirectly with word of mouth. As previously mentioned about the We The Fest concert which uses social media as a promotional event is very important for the continuity of the event, because in 2020 they are holding online concerts due to a pandemic and they are significantly increasing promotion using social media. We the fest in 2019 was held at JiExpo Kemayoran in Jakarta on 19,20 and 21 July. Whereas in 2020 they will hold concerts on September 26 and 27 and carry the theme "Virtual Home Edition" where the concert is held virtually, because of this virtual concert We The Fest as the promoter is focusing more on promotion through their social media.

Marketing through social media will affect external factors that affect consumer perceptions of a product, which in turn will affect consumer purchase

interest (Maoyan et al, 2014). Gunawan and Huarng (2015) suggest that social interactions and perceived risks through social media affect consumer buying interest. Social media being used as a marketing communication tool to increase consumer awareness of products, increase product image, and end up increasing sales (Kotler and Keller, 2016). Currently, social media is an important icon that is used by everyone and social media is closely attached to all aspects of social life.

Visitors to We The Fest events have increased in the last three years. This evidenced is supported by the number of visitors who came in 2016 as many as 36 thousand and in 2017 it increased to 50 thousand or an increase of 20% (IDNTimes, 2017). In 2018, there were 60 thousand viewers, or an increase of 20% from the previous year (MedcomID, 2019).

In 2020 We The Fest experienced a serious problem where this event was conducted virtually due to the COVID-19 pandemic. Therefore Ismaya Live announced that ticket holders can use their tickets for We The Fest 2021 or can also refund tickets via Loket.com (MedcomID, 2020). Even though it was held online with live on the official We The Fest website, this event has increased because it was held for free and anyone can enjoy this music concert just by registering on the official We The Fest website. This can be proven by the number of people who uploaded the excitement of watching this concert on social media, especially Instagram and Twitter with the official hashtag #WTF20HOME.

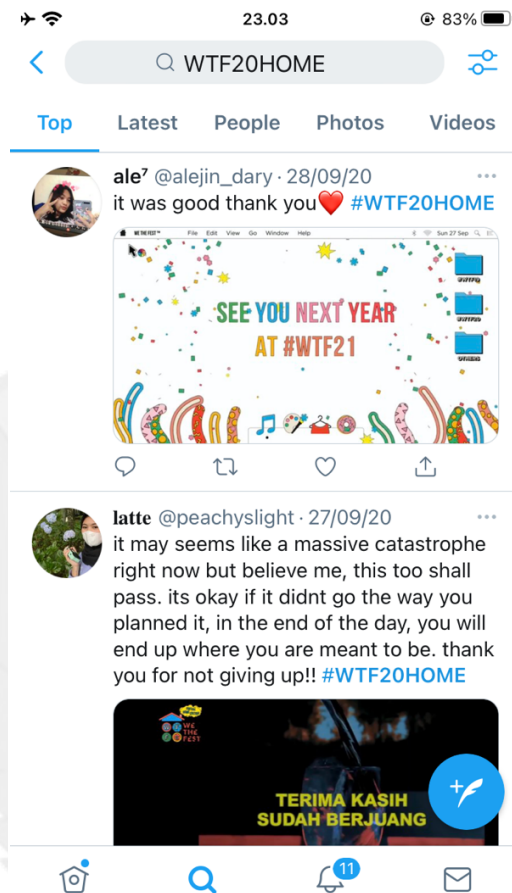


Figure 1.8 Customers comment for We The Fest in Twitter
Source : Twitter

This can also be proven by the increase in the number of recap viewers on Instagram TV (IGTV) We The Fest, which last year only ranged from 7-9 thousand, but the year for WTF 2020 reached 52 thousand, which means it can be concluded that many are interested in WTF 2020.

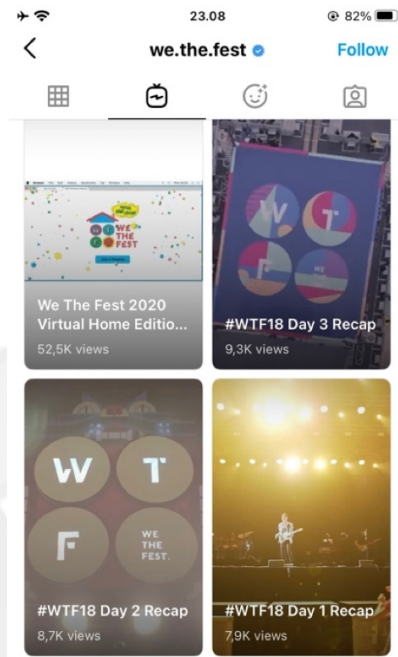


Figure 1.9 IGTV of We The Fest
 Source : Instagram We The Fest

The social media Instagram We The Fest has increased their followers by 200% since 2017. This evidence shows their success in maintaining their customers.

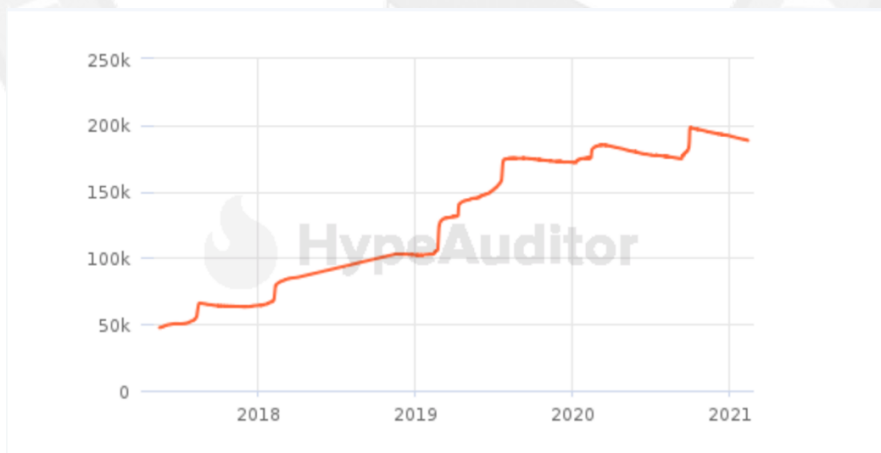


Figure 1.10 Instagram Follower Growth for We The Fest
 Source : HypeAuditor

Based on the background description above, which will be discussed in this study regarding social media interaction that affects emotional attachments in

order to achieve brand relationship quality for a music concert in Indonesia which will eventually create a word of mouth interaction.

1.3 Research Question

1. How does social media interaction influence emotional attachment on music festival attendees?
2. How does social media interaction influence brand relationship quality on music festival attendees?
3. How does emotional attachment influence brand relationship quality on music festival attendees?
4. How does brand relationship quality influence word of mouth on music festival attendees?
5. How does emotional attachment influence word in mouth on music festival attendees?

1.4 Research Objective

1. To identify if social media interaction influence emotional attachment on music festival attendees.
2. To identify if social media interaction influence brand relationship quality on music festival attendees.
3. To identify if emotional attachment influence brand relationship quality on music festival attendees.
4. To identify if brand relationship quality influence word of mouth on music festival attendees.

5. To identify if emotional attachment influence word of mouth on music festival attendees.

1.5 Research Contribution

In this study, the authors want to provide a lot of input in the academic field and in the practical field to help readers understand more about the improvement of social media in this era, among them are:

1. Theoretical Contribution

This research is expected to be useful as a reference regarding the effects of social media interaction towards emotional attachment, brand relationship quality and word of mouth among music festival attendees. Then the results of this study are expected to provide insights and knowledge to researchers and readers.

2. Practical Contribution

For Entrepreneurs

Researchers hope this research can give the reflection on how important is the effect of social media on emotions, brand relationship quality and word of mouth.

For Researcher

Through this research, hoping that researcher can get an insight about the effect of social media on emotions, brand relationship quality and word of

mouth. So that researcher might implement all the theories that have been studied and look for a positive impact of social media on emotions, brand relationship quality and word of mouth.

1.6 Research Outline

CHAPTER I : INTRODUCTION

This chapter consists of some explanation such as the background of a study, research problems, research objectives, research limitations, research contributions and research outline.

CHAPTER II : THEORETICAL BACKGROUND

In this chapter discussing the explanation of variables, including social media interaction, emotional attachment, brand relationship quality, and word of mouth, then explain the relationship between variables and variables, research models and hypotheses.

CHAPTER III : RESEARCH METHOD

This chapter contains the research methodology. The research methodology will explain some steps of the research method such as the purpose of the study (exploratory, descriptive, or explanatory), data collection method, the data analysed and the conclusion gathered.

CHAPTER IV : RESULTS AND DISCUSSIONS

This chapter contains data analysis and the solution that the researcher wanted to propose. The analysis will be done based on the gathered data from interviews with the staff of the company. The data will be analysed based on the analytical method explained in the previous chapter.

CHAPTER V : CONCLUSIONS AND DISCUSSIONS

This chapter contains the conclusions of the research. The conclusions will be taken from the explanation that has been made previous chapter. These conclusions hopefully can be used as a reference for the future research. This chapter also contains suggestions to improve the company's performance.

