

## Analysis of Instagram Communication Activities of @kitakitapesta in Organizing Music Concerts in Pekanbaru

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### Abstract

Communication activities on social media have become a primary strategy for event organizers to reach their audience in the digital era. This research aims to analyze the communication activities through @kitakitapesta Instagram content in organizing music concerts in Pekanbaru. The focus of this research is how content shared during the pre-event, during-event, and post-event phases influences audience awareness, interest, and engagement. This research used a descriptive qualitative method, where data was collected through documentation of Instagram content, observation, and in-depth interviews with the organizers and followers of @kitakitapesta. Data was analyzed through three steps: data reduction, data display, and conclusion drawing. The results showed that in the pre-event phase, content functioned to build audience awareness through information about the artist line-up, event schedules, and ticket promotions. During the event, the content focused on real-time engagement and technical directions, while the post-event phase served as a "cooling down" period to maintain long-term interaction and collect feedback for future events.

**Keywords:** communication activities, Instagram, music concert, digital marketing

### INTRODUCTION

The development of digital technology has significantly changed the way people communicate and seek entertainment. Pekanbaru, as one of the major cities in Sumatra, has seen a rise in the music concert industry driven by high public enthusiasm for both local and international artists. In this competitive landscape, event organizers must utilize effective digital communication strategies to stand out.

Social media, particularly Instagram, has fundamentally transformed the landscape of marketing communication by providing a highly visual and interactive ecosystem for consumer engagement. While previous studies have extensively documented Instagram's role in general brand awareness, there is



a notable research gap regarding the specific strategic communication patterns used to convert digital engagement into physical attendance for large-scale outdoor events, particularly in high-risk or unconventional venues.

While many promoters use Instagram for basic ticket sales, the @kitakitapesta account presents a unique case study due to its unconventional choice of venue the Roesmin Nurjadin Air Force Base. Most existing literature focuses on urban or dedicated concert halls, yet @kitakitapesta successfully managed to draw approximately 8,000 attendees to a military-restricted area. This success suggests a sophisticated use of visual storytelling and trust-building content that has not been fully explored in previous event management studies.

Therefore, this research aims to bridge this gap by analyzing how @kitakitapesta utilized Instagram's features to navigate logistical perceptions and build the necessary hype to secure a mass audience. Understanding these dynamics is crucial for event organizers to manage audience expectations and engagement throughout the event cycle, especially when dealing with non-traditional venues.

## **THEORETICAL FRAMEWORK**

Digital communication in the modern era has surpassed traditional methods in effectiveness due to its capacity for real-time interaction and global reach. Unlike one-way traditional media, digital platforms facilitate a "dialogic communication" model, where information, ideas, and emotions are exchanged instantaneously between senders and receivers (Kaplan & Haenlein, 2010). This two-way flow is critical in the digital landscape, as it allows for immediate feedback and community building, which are essential for high-engagement platforms like Instagram.

### **Strategic Communication and Lasswell's Model**

Communication activities are fundamentally the process of transmitting messages from a communicator to a recipient to achieve specific behavioral or cognitive objectives. To analyze these activities systematically, this study employs Lasswell's Model of Communication, which dissects the process into five functional elements: Who (the source), Says What (the message content), In Which Channel (the medium), To Whom (the target audience), and With What Effect (the outcome) (Lasswell, 1948).

In this research, the account @kitakitapesta functions as the *Communicator* that curates specific *Messages* (event updates and promotions). These are delivered through *Channels* (Instagram features such as Reels, Stories, and Feeds) to the *Communicant* (potential attendees), with the intended *Effect* of driving ticket conversions and event loyalty.

## **Digital Content Effectiveness: Milhinhos' Framework**

To evaluate how digital content influences consumer behavior, this research adopts the framework proposed by Milhinhos (2015). According to Milhinhos, the effectiveness of digital marketing communication is not merely based on reach, but on the quality of content engagement measured through four primary indicators:

1. **Relevance:** The degree to which the content aligns with the audience's interests and needs.
2. **Accuracy:** The reliability and truthfulness of the information provided, which is vital for building brand credibility.
3. **Consistency:** The regularity of communication that reinforces brand identity and keeps the audience engaged over time.
4. **Value:** The perceived benefit whether informational or emotional that the audience receives from the content.

By integrating these indicators, @kitakitapesta can foster trust and reduce the "perceived risk" of the audience, ultimately driving the decision-making process for event attendance (Milhinhos, 2015).

## **METHODOLOGY**

This research employed a qualitative descriptive approach to understand reality through an inductive thinking process. The research focused on the communication strategies of the @kitakitapesta Instagram account during the organization of their music concert.

Data collection techniques included:

1. **Documantation:** Analyzing 114 pieces of Instagram content, including Feed Designs, Motion Designs, and Reels.
2. **Observation:** Conducting extended observations across three phases: pre-concert, during-concert, and post-concert.
3. **Interviews:** Conducting in-depth interviews with key informants, including the Head of Public Relations, a Social Media Specialist, and several followers/attendees.

The data analysis process followed the model of reduction (sorting relevant data), display (narrative presentation of findings), and conclusion drawing (verifying results against research objectives).

## RESULTS AND DISCUSSION

### Content Distribution and Strategic Implementation

The @kitakitapesta account strategically deployed various Instagram features to maximize audience engagement. Throughout the campaign, a total of 114 content units were disseminated, comprising 45 Feed Designs (39%), 38 Motion Designs (33%), and 31 Reels (28%). This multi-format approach reflects the "Media Richness Theory," where diverse content formats are used to reduce ambiguity and enhance the consumer's decision-making process. The communication strategy was systematically executed across three distinct phases:

1. **Pre-Event (Awareness & Interest):** This phase aimed to cultivate "Fear of Missing Out" (FOMO) and brand awareness. Strategic content included the "Big Bang" announcement of the event name, the gradual reveal of the artist line-up (e.g., Mahalini and Juicy Lucy), and time-sensitive ticket sales information to create urgency.
2. **During-Event (Information & Engagement):** The focus transitioned toward logistical facilitation. Key content included venue maps, event rundowns, and "do's and don'ts" guidelines. By utilizing interactive Instagram Story templates, the organizers fostered real-time co-creation of content between the brand and the attendees.
3. **Post-Event (Retention & Evaluation):** Functioning as a "cooling down" period, this phase emphasized highlights and "after-movie" content. It served a dual purpose: reinforcing positive memories and gathering audience feedback for future artist lineups.

### Analysis of Audience Perception and Behavioral Intent

In-depth interviews with followers and ticket purchasers provided qualitative insights into the effectiveness of this strategy. Respondents consistently highlighted that the organized and informative nature of the content was the primary catalyst for their purchase decision.

The findings indicate that the variety of content blending formal logistics with humorous, relatable aesthetics acted as a significant "value add." This created a perceived "sense of closeness" or social presence between the organizers and the audience. This result aligns with the findings of Smith & Gallicano (2015), who argue that authenticity and a "humanized" brand voice on social media significantly increase consumer engagement and trust.

Furthermore, the effectiveness of the FOMO strategy observed in this study echoes Przybylski et al. (2013), who identified that digital consumers are highly driven by the psychological need to stay connected and the fear of being excluded from trending social experiences. By comparing these results, it is evident that @kitakitapesta's success was not merely due to the artist lineup,

but also to its ability to minimize the "perceived risk" of attending an event at an unconventional venue (Air Force Base) through consistent and transparent information distribution.

## **CONCLUSION**

This research demonstrates that the strategic use of Instagram features by @kitakitapesta played a pivotal role in the successful execution of a large-scale concert at an unconventional venue. By synthesizing the findings, several key conclusions can be drawn:

First, the integration of Lasswell's communication elements with a phased content strategy (Pre-event, During-event, and Post-event) proved effective in navigating the transition from digital engagement to physical attendance. The distribution of 114 diverse content units—ranging from Reels to Motion Designs provided the necessary "media richness" to build trust and mitigate the perceived logistical challenges of attending an event at a military-restricted area.

Second, the application of Milhinhos' framework (relevance, accuracy, consistency, and value) was evident in the audience's perception. The findings confirm that providing a blend of formal information and relatable, humanized content acts as a critical "value add." This balance not only fostered a sense of closeness between the organizer and the community but also served as the primary driver for ticket purchasing decisions.

Third, the study highlights that FOMO-driven marketing, when supported by transparent and organized information, is a powerful tool in modern event management. By comparing these results with established theories on digital engagement and social presence, it is clear that @kitakitapesta's success was rooted in its ability to maintain a consistent brand voice that reduced consumer uncertainty.

## **Implications and Future Research**

For event organizers, these results suggest that social media strategy should prioritize logistical transparency as much as aesthetic appeal, especially when utilizing non-traditional venues. While this study focuses on a specific case in Pekanbaru, future research could explore the long-term impact of such digital communication strategies on brand loyalty across multiple event cycles or compare similar strategies across different social media platforms like TikTok.

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