

The Influence of Concert Promotion Through Instagram on Interest in Purchasing Music Concert Tickets Post Covid-19 Pandemic

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Abstract

Social media has become an integral part of people's daily lives in the globalization and technological development era. One of the most popular social media platforms today is Instagram. Instagram is a place to share personal moments and effectively promote and market various events, including music concerts. This study aims to investigate and analyze the effect of music concert promotion through Instagram on interest in purchasing music concert tickets after the COVID-19 pandemic. Although several previous studies have examined the role of social media in promoting concerts, there still needs to be more at an earlier research. To understand the impact of Instagram social media on concert promotion, this study will explore the impact of concert promotion through Instagram on concert ticket purchase preferences by applying applied theory, namely, AIDA theory (Attention, Interest, Desire, Action), which is closely related to marketing. This research uses a quasi-experiment method. The main finding of this study is that there is no significant influence between the use of Instagram social media as a music concert promotion tool and the interest in purchasing music concert tickets after the COVID-19 pandemic. It was found that the experimental group that received the intervention of concert promotion shows through Instagram had a higher score of interest in purchasing music concert tickets (mean score 37.93) compared to the control group that did not receive the intervention (mean score 32.20). Although the difference was not statistically significant, this higher score shows that promotional impressions can positively influence the interest in purchasing tickets.

Article History

Received 22 September 2024

Accepted 17 October 2024

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Keywords

covid-19; Instagram; concerts; social media; music; quasi experiment.

Introduction

Social media has become an inseparable part of people's daily lives in the globalization and technological development era. The development of technology and the internet has triggered various companies to use social media to convey information and increase brand awareness through social media (Aisah & Prasetyawati, 2018). Social media is an internet-based platform that accommodates the creativity of users to share digital content created in the form of text, graphics, photos, sound, or videos that can invite user responses within the social media community network. (Kelli, 2017). One of the most popular social media platforms today is Instagram. Instagram is a place to share personal moments and an effective means to promote and market various events, including music concerts.

The COVID-19 pandemic that has hit the world since 2019 has changed the paradigm in various sectors, including the music industry. Social restrictions and restrictions on physical activity have caused significant changes in advertising strategies, with social media

becoming the primary means to stay connected with audiences. This study aims to investigate and analyze the Influence of music concert promotions through Instagram on interest in purchasing music concert tickets after the COVID-19 pandemic. As consumer behavior and music industry dynamics change, it is essential to understand how Instagram as a social media can play a crucial role in creating awareness, building enthusiasm, and increasing audience participation in music concerts amidst the post-COVID-19 pandemic situation. Although several previous studies have examined the role of Instagram social media in promoting concerts, there still needs to be a research gap regarding the Influence of music concert promotion through Instagram on interest in purchasing music concert tickets after the COVID-19 pandemic.

Furthermore, areas for improvement related to knowledge on this matter are the need for a better understanding of effective advertising strategies, the impact of using visual and multimedia content, and public reactions to music concert promotion campaigns through Instagram. Researchers will use quantitative experimental methods to overcome these gaps and weaknesses. Experiment in English means experiment. In the author's free opinion, an experiment means carrying out an activity in several ways to produce or confirm something. Experimental research is a study that tries to find a causal relationship between independent variables and dependent variables, where the independent variables are deliberately controlled and manipulated. An experiment (experiment research) is an experimental activity (experiment) that aims to determine a symptom or effect that arises from a particular treatment. Donald Ary said that Experimental research is the most robust (specialized) research in testing Hypotheses. Currently, experimental research is considered the research that contributes the most to the development of Science and Technology (Ary, 2009). This study will collect primary data and information through online surveys and field experiments.

The study will explore various aspects and indicators, including effective advertising strategies, the impact of visual and multimedia content, and user responses to advertising campaigns announced by the concert via Instagram. In addition, this study will also examine the factors that influence consumers' decisions to attend concerts, focusing on how engagement and interaction via Instagram can shape consumer perceptions and attitudes toward a music event. By linking these aspects, we hope that this study can contribute to our understanding of the role of Instagram social media in supporting the music industry after the COVID-19 pandemic, as well as provide helpful information for practitioners, concert organizers, and stakeholders to design better effective promotional strategies that adapt to changing market needs.

Framework

In the post-COVID-19 pandemic era, the entertainment industry, especially music concerts, faces significant challenges in attracting audience interest and participation. As consumer behavior shifts to digital, promoting concerts through social media such as Instagram becomes increasingly essential. This study will explore the impact of concert promotion through Instagram on concert ticket purchase preferences by applying applied theory, namely the AIDA theory (Attention, Interest, Desire, Action), which is closely related to marketing. Quoted from the book *Marketing Communication*, E. St. Elmo Lewis is the inventor of the AIDA marketing theory concept. The AIDA concept stands for Attention, Interest, Desire, and Action. The AIDA concept is included in sales theory and has become the basis for planning and implementing marketing campaigns. The AIDA

concept can be used to attract audience attention, foster interest, arouse desire, and encourage product purchasing actions. The AIDA concept has been modified and combined with modern marketing strategies to meet the evolving needs of consumers.

Quoting Tjetjep Djatnika in Manurung (2021), it is said that the AIDA theory is a decision-making process that consumers pass through several methods, such as paying attention to a product when it is impressive, there will be interest in the product. After that, there will be a desire in consumers to buy the product, and it will reach the final stage, namely the decision to purchase the product offered (action to buy). The AIDA theory was chosen as the applied theory in this study because it correlated with the sales promotion strategy used in selling concert tickets on the Instagram social media platform. Attention: Through Instagram, concert promotions can attract the attention of users by using attractive and creative visual content. Notifications about upcoming concerts through Instagram uploads or advertisements can be the first trigger to attract the attention of potential viewers (Rafaeli & Vinai-Jawetz, 2004). Interest: By presenting interesting and relevant information, concert promotions through Instagram can build user interest. Content such as exclusive footage, artist interviews, or footage from previous concerts can increase potential audience interest (Aghaei, Alizadeh, & Ghorbani, 2012). Desire: Through Instagram, concert promotions can stimulate audience desire by highlighting the value and unique experience offered by the concert. Fan testimonials or special offers can strengthen the willingness to participate (Hoyer & MacInnis, 2001). Action: The final step in the AIDA model is to encourage the purchase of concert tickets. Instagram can serve as a direct channel for this action by including direct links to ticketing sites or offering exclusive promo codes for purchases through the platform (Kotler & Armstrong, 2016). After feeling interested in the offer, the audience will feel a desire to buy concert tickets. Then, an action occurs in the form of a purchase stage.

Methodology

The method used in this study is to use a quantitative method with a quasi-experimental design technique. A quasi-experimental design is better than a pre-experimental one because a quasi-experimental design still uses group comparisons, but its weakness lies in randomization. In other words, quasi-research does not apply group randomization, either the experimental group or the control group. According to Creswell (2015), a quasi-experiment is an experimental design that is carried out without randomization but involves placing participants into groups. The quasi-experimental approach design used is a group pretest–post-test design. A quasi-experiment is defined as an experiment that has treatment, impact measurement, and experimental unit but does not use random assignment to create comparisons in order to conclude changes caused by treatment (Cook, 1979). Quasi-experimental research or quasi-experiment is basically the same as pure experimental research. In pure experimental research in the field of education, subjects or research participants are selected randomly, and each subject has an equal opportunity to be a research subject. Researchers manipulate subjects according to their design. Unlike quasi-research, researchers do not have the freedom to manipulate subjects, meaning that random groups are usually used as a basis for determining treatment and control groups, according to experts, namely Solso & Maclin (2002), who also argue that this experimental research is a study in which at least one manipulation variable will be found to study cause-and-effect relationships. Therefore, experimental research will certainly be closely related to the activity of testing a hypothesis. This is done to find the Influence, relationship, or difference in changes to the group or variable being studied. The hypothesis

of this study is "The use of Instagram social media as a promotional tool for music concerts significantly increases the effectiveness of post-COVID-19 pandemic promotions, compared to groups that do not receive promotional treatment through social media." In carrying out this study, 30 students in Malang City will be the subjects of the study. The variables in this study include independent and dependent variables. Independent Variable "Concert Promotion Through Instagram" The indicator is using AIDA Attention, Interest, Desire, and Action. Dependent Variable "Interest in Purchasing Music Concert Tickets Post-COVID-19 Pandemic" indicators are 1. Internal motivation factors, 2. Social motive factors, and 3. Emotional factors. The quantitative research method that can be used to examine the effect of concert promotions via Instagram on interest in purchasing music concert tickets post-COVID-19 pandemic is the experimental method. The following are the steps taken in this study:

1. Determining the research sample: The researcher will determine the research sample to be studied: Instagram users who actively follow concert info accounts and are between 18 and 21 years old, as many as 30 people.
2. Dividing the experimental and control groups: (1) the experimental group that will be given concert promotions via Instagram and (2) the control group that will not be given concert promotions via Instagram; each group consists of 15 audiences.
3. Pretest: The researcher collects data on interest in purchasing music concert tickets from both groups. Data can be collected through an online survey via (Google Forms)
4. Treatment: After the Pretest is complete, the Experimental Group will receive treatment or concert promotions sourced from Instagram. This treatment can be in the form of providing seven posts consisting of concert promotions, namely posters or information related to the concert event. The Control Group will not receive concert promotions via Instagram; They will remain in normal conditions without any manipulation of the independent variable
5. Post-test: After the treatment is complete, the researcher will again collect data on both groups' interest in purchasing music concert tickets through an online survey using Google Forms. This post-test will provide an overview after the treatment is carried out on the experimental group and the control group.
6. Analyzing data: After the data is collected, the researcher will analyze it using statistical methods to determine whether there is a significant difference in the two groups' interest in purchasing music concert tickets.

Picture 1. Flowchart Design.

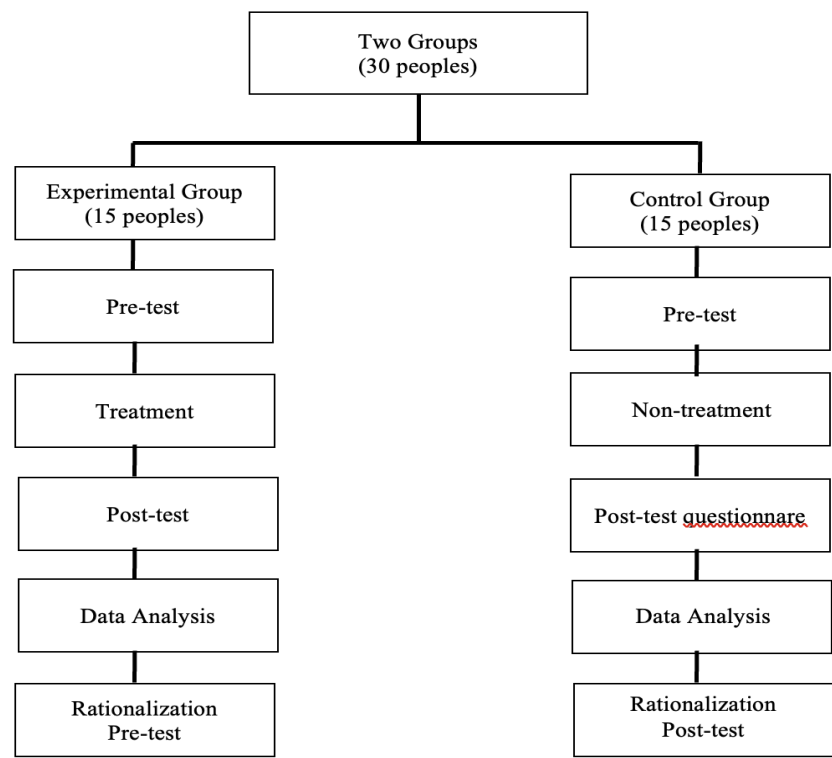


Table 2: Table Treatment and Non-Treatment

Treatment	Non-Treatment
After the Pretest is complete, the Experimental Group will receive treatment or concert promotion from Instagram. This treatment can be in the form of providing seven posts consisting of concert promotions, namely posters or information related to the concert event.	The control group will not receive concert promotions via Instagram; they will remain in normal conditions without any manipulation of the independent variable.

Tabel 3. Pre-test & Post-test Rasionalization

Pre-test rasionalization	Post-test rasionalization
Measuring Baseline (Initial Level): Before the treatment or promotion begins, a pretest is conducted to measure the initial level of interest in purchasing music concert tickets from both groups. This is important because it can provide an initial picture of the extent to which respondents have an interest before being exposed to the promotion. Control of Initial Variables: By conducting a pretest, researchers can identify and control initial variables that may affect	Some Major Changes: The post-test was conducted after the treatment or promotion was completed to measure the change in interest in purchasing music concert tickets from both groups. Effectiveness of Treatment: The post-test results can provide information on the extent to which concert promotions via Instagram are effective in increasing interest in purchasing tickets.

ticket purchasing interest. This helps ensure that differences in results between the experimental and control groups are not due to differences in baseline. Adjusting the Experimental Design: The results of the Pretest can help researchers adjust the experimental design, such as assessing the extent to which the treatment needs to be adjusted based on respondents' initial level of interest.	Comparing With Pretest: Comparison Before and After Treatment: By comparing the results of the post-test with the Pretest, researchers can see significant differences that may occur due to the treatment. This helps determine whether promotion via Instagram has a positive effect. Understanding Long-Term Impact: Measuring Long-Term Impact: The post-test provides an overview of the long-term impact of concert promotions via Instagram. This helps in assessing whether changes in interest in purchasing tickets are temporary or sustainable. By detailing the differences between the Pretest and post-test, researchers identify the extent to which concert promotions via Instagram have influenced interest in purchasing music concert tickets after the COVID-19 pandemic. In addition, the use of these two tests provides more holistic knowledge about the audience's response to the promotion carried out.
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Results and Discussion

Based on the results of testing 30 respondents, the following is a description of the characteristics of respondents based on gender, age, and university of origin.

Table 4. Description of Research Respondents Based on Gender

Gender	Frequency	Percentage
Male	11	36,7
Female	19	63,3
Total	0%	100%

Based on Table 4, it is known that 11 respondents were male, with a percentage of 36.7%, and 19 respondents were female, with a rate of 63.3%. Thus, female respondents participated more in this study.

Table 5. Research Respondents Overview Based on Age

Age	Frequency	Percentage
18	2	6,7%
19	16	53,3%
20	12	40%
Total	30	100%

Based on Table 5, 2 respondents were 18 years old, with a percentage of 6.7%, 16 respondents were 19 years old, with a percentage of 53.3%, and 12 respondents were 20 years old, with a rate of 40%. Thus, respondents aged 19 participated more in this study.

Table 6. Research Respondents' Description Based on University of Origin

University	Frequency	Percentage
Universitas Negeri Malang	29	96,7%
Universitas Negeri Islam Malang	1	3,3%
Total	30	100%

Based on Table 6, it is known that 29 respondents are students of Malang State University with a percentage of 96.7%, and one respondent is a student of Malang Islamic State University 3.3%. Thus, students of Malang State University participated more in this study.

Assumption testing is needed before researchers conduct hypothesis testing to ensure that the research data meets the requirements for analysis. The assumption tests that must be met are the normality test and the homogeneity test. Data normality testing is carried out using the Shapiro-Wilk method with the criteria for testing normally distributed data if the significance value is greater than the significance level ($\alpha = 0.05$).

Table 7. Normality Test

Variable	Significance of value	Significance Level	Interpretation
Interest in Purchasing Music Concert Tickets	0,060	0,05	Normally distributed

The results of the Shapiro-Wilk test show a significance value of 0.060, which is greater than the significance level ($\alpha = 0.05$), which means that the data is normally distributed. Homogeneity testing is carried out using Levene's Test method, with the criteria for testing data that has no difference in variance between groups or is homogeneous if the significance value is greater than the significance level ($\alpha = 0.05$).

Table 8. Homogeneity Test

Variable	Nilai Signifikansi (<i>p-value</i>)	Significance Level	Interpretation
Interest in Purchasing Music Concert Tickets	0,158	0,05	Homogeneous data

The results of the Levene's Test showed a significance value of 0.158, so the significance value is greater than the significance level ($\alpha = 0.05$), which means that the data does not have a difference in variance between groups so that it can be concluded that the data is homogeneous and the assumption of homogeneity is met. Hypothesis testing was carried out using the Independent Sample T-Test analysis to determine the difference in interest in purchasing music concert tickets between the experimental group and the control group. The testing criteria that will be carried out are if the significance value is smaller than the significance level ($\alpha = 0.05$) and the calculated t value is greater than the t table value, then H_0 is rejected, and H_a is accepted. The following are the results of hypothesis testing.

Table 9. Hypothesis Test

Variable	Significance Value (<i>p-value</i>)	Significance Level	T hitting	T Tabel (df 28)	Interpretation
Differences in Interest in Purchasing Music Concert Tickets Between the Experimental Group and the Control Group	0,065	0,05	-1,921	2,048	There is no difference

The results of the Independent Sample T-Test showed a significance value of 0.065 so that the significance value is greater than the significance level ($\alpha = 0.05$) and the calculated t value of -1.921, which is smaller than the t table (of 28) of 2.048. Thus, it can be concluded that H_0 is accepted and H_a is rejected, which means that there is no difference in interest in purchasing music concert tickets between the experimental group and the control group. Therefore, it can be concluded that there is no effect of using Instagram social media as a promotional tool for music concerts on interest in purchasing music concert tickets after the COVID-19 pandemic. The following table shows the mean score of interest in buying music concert tickets in the experimental group and the control group.

Table 10. Descriptive Test

	N	Mean	Standard Deviation
Experimental Group	15	37,93	9,966
Control Group	15	32,20	5,861

Based on the data in Table 10, it is known that the mean score of interest in purchasing music concert tickets in the experimental group that received intervention in the form of concert promotion broadcasts via Instagram was 37.93. Meanwhile, the mean score of interest in purchasing music concert tickets in the control group that did not receive intervention was 32.20. Thus, the experimental group that received intervention in the form of concert promotion broadcasts via Instagram had a higher score of interest in purchasing music concert tickets, with a difference of 5.73 compared to the control group that did not receive the intervention.

After analyzing and testing the research data, the research results concluded that the use of Instagram social media as a tool for promoting music concerts did not influence the interest in purchasing music concert tickets after the COVID-19 pandemic ($p > 0.05$), with a mean difference between groups of 5.73.

The research findings have answered the research objectives by showing that the use of Instagram social media as a tool for promoting music concerts does not influence interest in purchasing music concert tickets after the COVID-19 pandemic. Based on further examination of the research participant questionnaire data, several factors caused the research hypothesis to be rejected, such as the lack of research participants and the

characteristics of the research participants. Several questions included in the questionnaire managed to collect information related to participant characteristics in the form of duration of Instagram use, frequency of viewing concert promotions on Instagram, and interaction in concert promotions on Instagram. Based on the data that has been collected, it is known that most participants in both the experimental and control groups have a fairly high duration of Instagram use with a high frequency of viewing concert promotions on Instagram and routinely interacting by liking or commenting on concert promotion posts on Instagram. This indicates that there is a possibility that although the control group did not receive intervention in the form of exposure to concert promotions on Instagram, the control group had likely received exposure to these promotions before the experimental study was carried out, considering the high duration of Instagram use by all participants.

Phenomenological research conducted by Harisnanda, Setiawan & Sudarmanti (2023) explains that several factors influence interest in purchasing concert tickets, including the desire to fulfill social needs, the desire to experience unique experiences, and the Influence of social media in creating awareness and interest in the concert. The findings of Harisnanda, Setiawan, and Sudarmanti's research show that most participants who are interested in purchasing Coldplay concert tickets after the pandemic are influenced by the urge to fulfill their desires and needs. The findings explain the findings of this study where the use of Instagram social media as a promotional tool for music concerts does not have a significant effect on the interest in purchasing music concert tickets due to other factors that can affect the interest in buying music concert tickets after the COVID-19 pandemic. Meanwhile, the findings of the study through descriptive analysis also explained that the experimental group that received intervention in the form of concert promotion broadcasts via Instagram had a higher score of interest in purchasing music concert tickets, with a difference of 5.73 compared to the control group that did not receive intervention. The findings of the study conducted by Lutfie and Marcelino (2020) showed that promotion via social media has a relationship with interest in purchasing OMG Event Asia tickets. These findings are in accordance with the descriptive findings of this study, which show that the group that was given concert promotion broadcasts via Instagram had a higher score of interest in purchasing music concert tickets than the group that was not given concert promotion broadcasts via Instagram.

Conclusion

After conducting all the analysis and testing of the research data, research findings were obtained that answered the research objectives by showing that there was no influence of the use of Instagram social media as a promotional tool for music concerts on the interest in purchasing music concert tickets after the COVID-19 pandemic. The existence of several factors that influence the interest in purchasing concert tickets other than the Influence of social media, such as the desire to fulfill social needs and the desire to have a unique experience, explains the research findings, which show that social Influence is not the only factor that influences the interest in purchasing music concert tickets after the COVID-19 pandemic. In addition, the lack of research participants and the characteristics of research participants can also affect the results of the study. The findings of the descriptive analysis also showed that the experimental group that received intervention in the form of concert promotion broadcasts via Instagram had a higher score of interest in purchasing music concert tickets than the control group that did not receive intervention, with a difference of 5.73. The relationship between promotion via social media and interest in purchasing tickets in previous studies explains the findings of the descriptive analysis in this study. Thus, it is

recommended that music concert organizers consider a promotional strategy via Instagram social media in order to increase the public's interest in purchasing concert tickets. A quasi-experiment is an experiment that has treatment, impact measurement, and experimental unit but does not use random assignment to create comparisons in order to conclude changes caused by treatment (Cook & Campbell, 1979). Quasi-experiment was born because of the difficulty of controlling other variables in social research, especially in this case. Some of the areas for improvement of the quasi-experimental design are that it focuses too much on unpredictable and unsustainable events so that it can obscure the objectives if unexpected changes occur due to economic phenomena or political developments. Also, the need for stronger measurement in terms of association makes some of the effects that occur limited in measurement. This results in some effects often being "invisible" when the measurement occurs. In addition to having weaknesses, quasi-experiments also have advantages. The advantage is that in this quasi-experimental research, there are no strict limitations on randomization and, at the same time, can control validity threats.

Suggestion

In this study, there are still shortcomings, so further research is recommended to conduct research by considering the Influence of other social media besides Instagram in promoting music concerts and conducting additional research by considering the impact of the COVID-19 pandemic on consumer behavior in purchasing music concert tickets and Observing changes in interest in buying music concert tickets over time can provide insight into market dynamics and the extent to which the impact of promotion through Instagram social media is sustainable.

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