

Analisis Proses dan Implementasi Integrated Marketing Communication Konser “Faith in The Future World Tour 2024 Jakarta” = The Process and Implementation of the Integrated Marketing Communication Analysis for the "Faith in The Future World Tour 2024 Jakarta" Concert

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Abstrak

Konser “Faith in the Future World Tour 2024 Jakarta” yang berpindah lokasi ke Bengkel Space SCBD mempertanyakan apakah komunikasi yang dilaksanakan oleh promotor TGC Live telah sesuai dengan ekspektasi. TGC Live menggunakan lima alat dalam implementasi integrated marketing communication untuk promosi, yaitu periklanan, promosi penjualan, pemasaran media seluler, hubungan masyarakat, dan sponsorship. Penelitian menggunakan metode kualitatif dengan observasi dan studi literatur yang diakses melalui unggahan di media sosial Instagram, X, situs berita, dan jurnal. Hasil penelitian menemukan bahwa komunikasi yang diadakan oleh TGC Live mayoritas berbasis sosial media dan bekerja sama dengan mitra media, namun dalam frekuensi yang sedikit. Kata Kunci: Integrated Marketing Communication, Pemasaran, Konser, Faith in the Future World Tour, TGC Live.The "Faith in the Future World Tour 2024 Jakarta" concert, which moved to Bengkel Space, SCBD, raised questions on whether the communication carried out aligned with the TGC Live's expectations. TGC Live promoters use five integrated marketing communication tools to promote the event, including advertising, sales promotion, social media marketing, public relations, and sponsorship. The research uses qualitative methods with observation and literature studies accessed through uploads on social media Instagram, X, news sites, and journals. The research results found that the majority of communications held by TGC Live were based on social media and in collaboration with media partners but with little frequency. Keywords: Integrated Marketing Communication, Advertising, Concert, Faith in the Future World Tour, TGC Live.