

PMANCAR.COM COMMUNICATION STRATEGY IN PROMOTING LOCAL MUSICIANS IN MAKASSAR CITY

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Abstract

Strategi komunikasi sangat penting dalam melakukan kegiatan promosi dalam suatu perusahaan untuk mencapai suatu tujuan tertentu. Khususnya pada media online seperti Pmancar.com. Di zaman sekarang banyak musisi-musisi lokal yang muncul untuk menampilkan karyanya namun masyarakat pada saat ini lebih memilih mendengarkan karya musisi yang sudah terkenal. Terkait kondisi tersebut Pmancar.com muncul sebagai media online yang fokus menyajikan informasi terkait musisi-musisi lokal. Oleh karena itu Pmancar.com mempunyai strategi komunikasi dalam mempromosikan musisi-musisi lokal agar dapat meningkatkan eksistensinya. Penelitian ini bertujuan untuk mengetahui strategi komunikasi yang digunakan Pmancar.com dalam mempromosikan musisi lokal serta faktor pendukung dan penghambat dalam mempromosikan musisi lokal. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Sumber data yang diperoleh yaitu data primer dan data sekunder. Teknik pengumpulan data menggunakan tiga cara yaitu, observasi, wawancara dan dokumentasi. Adapun hasil penelitian menunjukkan bahwa strategi komunikasi yang dilakukan oleh Pmancar.com yaitu dengan melakukan tahap perencanaan seperti riset konten, menentukan target khalayak dan pengemasan pesan. kemudian melakukan tahap pelaksanaan dan evaluasi. Faktor penghambat yang dialami oleh Pmancar.com adalah kurangnya sosialisasi ke musisi lokal, tidak seimbang jumlah viewers dan pengunjung Pmancar.com dengan jumlah followers dan subscribers. Faktor pendukung yang dimiliki oleh Pmancar.com adalah memiliki relasi yang luas, memiliki brand image yang dikenal dengan satu-satunya media online yang hanya menyajikan seputar industri kreatif.

Kata kunci: *strategi komunikasi, media online, promosi, musisi*

Abstract

Communication strategy is very important in carrying out promotional activities within a company to achieve a certain goal. Especially in online media like Pmancar.com. In this era, many local musicians appear to present their music but the society prefers to listen to the famous musicians. Related to these conditions, Pmancar.com emerged as an online media that focuses on

providing information related to local musicians. Therefore, Pmancar.com has a communication strategy in promoting local musicians in order to increase their existence. This study aims to determine the communication strategies used by Pmancar in promoting local musicians as well as the supporting and inhibiting factors in promoting local musicians. This study used a qualitative research method with a descriptive approach. Sources of data obtained are primary data and secondary data. Data collection techniques using three ways, observation, interviews, and documentation. The result of the research shows that the communication strategy carried out by Pmancar.com is by conducting research, preparing plans such as message content, media used, determining audiences, then carrying out implementation, evaluation and reporting. The inhibiting factors experienced by Pmancar.com were the outreach to local musicians, the imbalance in the number of Pmancar.com viewers and visitors with the number of followers and subscribers. Supporting factors that are owned by Pmancar.com are having extensive relationships, having a brand image that is known as the only online media that only presents about the creative industry. interviews, and documentation. The result of the research shows that the communication strategy carried out by Pmancar.com is by conducting research, preparing plans such as message content, media used, determining audiences, then carrying out implementation, evaluation and reporting. The inhibiting factors experienced by Pmancar.com were the outreach to local musicians, the imbalance in the number of Pmancar.com viewers and visitors with the number of followers and subscribers. Supporting factors that are owned by Pmancar.com are having extensive relationships, having a brand image that is known as the only online media that only presents about the creative industry. preparing plans such as message content, media used, determining audiences, then carrying out implementation, evaluation and reporting. The inhibiting factors experienced by Pmancar.com were the outreach to local musicians, the imbalance in the number of Pmancar.com viewers and visitors with the number of followers and subscribers. Supporting factors that are owned by Pmancar.com are having extensive relationships, having a brand image that is known as the only online media that only presents about the creative industry. preparing plans such as message content, media used, determining audiences, then carrying out implementation, evaluation and reporting. The inhibiting factors experienced by Pmancar.com were the outreach to local musicians, the imbalance in the number of Pmancar.com viewers and visitors with the number of followers and subscribers. Supporting factors that are owned by Pmancar.com are having extensive relationships, having a brand image that is known as the only online media that only presents about the creative industry.

Keywords: communication strategy, online media, promotion, musicians

INTRODUCTION

Along with the development of technology, especially communication technology, it has shifted the position of conventional media which has been people's choice among other media as a medium for conveying information. The presence of the internet in people's lives is the beginning of the emergence of new media (New Digital Media). New media is internet-based media using computers and smartphones. Digital media is media whose content is in the form of data, text, sound and images stored in digital format and disseminated via networks and satellites. The existence of the internet has had a very good impact on society because the internet is a network that functions to connect people throughout the world via smartphones, satellites and other communication systems. In the last three decades, the music industry has experienced changes. This change initially came from technological developments, especially the digitalization of music distribution. This change began to emerge with the existence or rapid development of the internet which caused changes in music formats, from people consuming traditional physical formats to digital consumption provided by streaming services. The number of internet users is what supports the development of the digital music industry, especially streaming music services. With the development of the music industry, a musician can become famous and work through various available digital online media platforms. Moreover, with the increase in internet users from time to time, it is possible for musicians to easily increase their existence. Like musicians who have just started their careers. That way, you can easily disseminate your work with the help of online media so that its existence can be known to the wider community.

Online media has several advantages, namely the information conveyed is updated. Online media can update information from time to time. This is because online media has an easier and simpler process for presenting information than other types of mass media. This is the public's need for information which is the reason for the emergence of local online media. Moreover, there is no local online media that focuses on providing information about the creative industry. Regarding this condition, it is to provide music information and help promote local musicians to achieve or increase their existence. Pmancar.com as the first online audio visual entertainment media by releasing the Pmancar.com website which was started in 2021. At first Pmancar.com was only a radio broadcast program resulting from the collaboration of Prolog Studio with Madama Radio 87.7 FM in 2017. Along with developments era and the increasing number of internet users, Pmancar.com is expanding into the fields of information technology and online media. Pmancar.com apart from using the website as a medium for disseminating information, also penetrates almost all social media to make it easier to reach the audience. This is caused by an increasingly modern society that uses the internet as a medium for information and entertainment. In this way, the role of Pmancar.com as the first online entertainment media in Makassar which aggressively promotes local musicians to increase their existence, definitely has a strategy to use so that the information presented is current, reliable and can attract the interest of the audience. In this case, this effort can also be said to be a communication strategy, namely the best combination of all communication elements starting from the communicator, message, recipient channel to the influence (effect) designed to achieve optimal communication goals (Cangara, 2014).

METHOD

The type of research used in this research is descriptive. using a qualitative approach. The location in which this research was conducted at the Pmancar.com office located at Jalan Wolves No.40, Mandala, Kec. Mamajang, Makassar City, South Sulawesi, for one month. In this research, the research targets were the editor-in-chief of Pmancar.com, local musicians, and mancars (followers of Pmancar.com). Research procedures are a series of steps carried out in research, namely: preparation stage, research implementation, data analysis and report preparation.

1. Preparation phase, the preparation stage is the first step of a research, at this stage several activities will be carried out:
 - a) carry out planned objects,
 - b) determine the research time based on the problem to be researched,
 - c) research permit application,
 - d) preparation of research instruments and
 - e) carry out research validation tests.
2. Implementation stage, the implementation stage involves conducting interviews with research subjects.
3. Analysis and report creation stage, the data obtained during the research was then analyzed to determine the results of the research. The data obtained are written tests and interviews. The data will be analyzed using qualitative descriptive analysis.

Data Types and Sources

1. Primary Data, according to Sugiyono (2017), primary data sources are data sources that directly provide data to data collectors or researchers. Apart from that, data collection was carried out using observation instruments, interviews, field notes and the use of documents.
2. Secondary Data, according to Sugiyono (2017), a secondary data source is a data source that does not directly provide data to data collectors or researchers, but through other people or documents. In addition, secondary sources provide data to data collectors. In this research, the source of secondary data is through literature study, documentation, books, newspapers, journals, and so on. Written archives relating to the object to be researched. This data source will certainly make it easier for researchers to collect data and also analyze research results.

Data collection technique

1. Observation, observation is a method of collecting data by observing or reviewing carefully and directly at the research location to determine the conditions that occur or prove the truth of a research. Researchers use this method to directly observe the situation and to obtain an overview of the problem being studied
2. Deep interview, according to Lexy J. Moleong, the definition of an interview is a conversation with certain objectives. In this method, researchers and respondents meet directly to obtain information orally with the aim of obtaining data that can explain the research problem. Interviews are used as a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be researched, but also if the researcher wants to know things from the respondents in more depth. This data collection technique is based on self-reports, or at least on personal knowledge and/or beliefs.

Interviews will be conducted by researchers to obtain the desired information, then the results of these interviews will be analyzed by researchers.

3. Documentation, documentation is complementary data from this research. Researchers will use data from public and private informants related to the research.

RESULTS AND DISCUSSION

In a company, it is very important to develop a communication strategy so that a goal can be achieved well. In connection with communication strategies, Pmancar.com has also prepared and determined communication strategies in promoting local musicians so that the results can be satisfactory for musicians and Pmancar.com itself. The strategy prepared by Pmancar.com is in line with Charles Berger's planning theory which says that planning theory explains the communication process that is followed in planning communication behavior, where each activity includes preparation, alternative selection, and implementation which is carried out systematically so that when carrying out the strategy it can run according to the expected goals. In connection with Planning theory, Pmancar.com has established plans as an illustration of the steps or communication strategy activities that will be carried out to achieve the expected goals. The step taken by Pmancar.com is to formulate a communication strategy. The first stage of communication strategy is to prepare a plan, such as conducting content research. Content research is carried out in order to find facts or materials that will be used as promotional material.

Then determine the appropriate audience so that the information can be right on target. Pmancar.com prefers to attract young people from the millennial generation because this generation is the most open and easy to receive and spread messages. After that, the message is packaged, the message is made informative and persuasive to the audience. Messages are also created and designed to be as attractive as possible in a contemporary style so that the message is right at the desired target. After preparing the plan, the communication strategy implementation stage is carried out. The communication strategy is carried out using online media via the website www.pmancar.com and also social media such as Instagram, YouTube, Facebook, and also TikTok. On the online media Pmancar.com there are many features for enjoying musician content. Such as being able to see concert video footage from local musicians, live streaming, listen to podcasts, read articles about them, and also buy concert tickets. Apart from online media, Pmancar.com also still uses print media, such as making billboards when holding concerts so that people on the streets know that there will be a concert performance by musicians. Apart from using media, pmancar.com also promotes local musicians through public communication or directly by holding events such as gigs, talk shows and concerts. After carrying out the implementation, an evaluation is carried out to see whether the communication strategy implemented by Pmancar.com is successful or not.

It can be seen that the promotion carried out by Pmancar.com is also related to New Media theory because originally Pmancar was a radio broadcast program and then transformed or converge into online media. Pmancar.com takes advantage of the internet and sees opportunities to spread news via the internet. Because by using the internet, messages will spread widely quickly. New media also changes audiences from passive to active users. This allows the audience to interact directly with the musicians. In carrying out a communication strategy, Pmancar.com certainly experiences inhibiting and supporting factors. By using SWOT theory you can identify existing supporting and inhibiting factors. The inhibiting factors experienced by

pmancar.com are the lack of socialization between Pmancar.com and local musicians, as well as the large number of competitors because Pmancar is a new media so not many people know about Pmancar.com. Then another inhibiting factor is the imbalance in the number of visitors and viewers and followers that Pmancar.com has on its social media accounts. Apart from inhibiting factors, of course pmancar.com has supporting factors including Brand Image which is known as a media that only focuses on presenting information about industry and the creative economy, then have extensive relationships and networks, also have complete facilities. The existing inhibiting factors can be minimized by utilizing the supporting factors that Pmancar.com has

CONCLUSION

1. The communication strategy carried out by Pmancar.com in promoting local musicians has been carried out in accordance with the stages of a communication strategy, namely by conducting content research, determining targets, packaging messages well and also determining the media used to convey information. Then Pmancar.com carried out the implementation stages and from the implementation stages evaluation and reporting were carried out. Everything is designed and carried out by Pmancar.com to achieve optimal communication goals and the result is that Pmancar.com is successful in promoting local musicians according to the communication strategy stages.
2. Pmancar.com has supporting and inhibiting factors in promoting local musicians. With SWOT analysis, you can find out supporting factors such as opportunities and strengths. The supporting factor that Pmancar.com has is the Pmancar.com Brand Image which is famous for its online media which only discusses the creative industry and also with the existence of social media. Pmancar.com uses this to promote musicians and receive paid advertising as well as carry out paid collaborations. Meanwhile, inhibiting factors such as weaknesses and threats that Pmancar.com has, namely the large number of online media with big names, make Pmancar.com less known to the public, as well as the imbalance between the number of visitors/viewers and the number of subscribers and followers on Pmancar social media.

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