

REFERENCES

- Abson, E. (2017). How Event Managers Lead: Applying Competency School Theory to Event Management. *Event Management*, 21(4), 403–419.
<https://doi.org/10.3727/152599517X14998876105747>
- Ananda, A. S., Hernández-García, Á., & Lamberti, L. (2016). N-REL: A comprehensive framework of social media marketing strategic actions for marketing organizations. *Journal of Innovation & Knowledge*, 1(3), 170–180.
<https://doi.org/10.1016/j.jik.2016.01.003>
- Asosiasi Promotor Musik Indonesia. (2023). Retrieved from <https://www.apmi.co.id/>
- Arifin, N. A., Djamereng, A., & Musi, S. (2020). Strategi Komunikasi Pemasaran Event Organizer Pt. Tiga Production Dalam Mendapatkan Kepercayaan Pelanggan. *Jurnal Kajian Dakwah dan Komunikasi*, 1(3), 614-630.
- Axelsen, M., & Swan, T. (2010). Designing Festival Experiences to Influence Visitor Perceptions: The Case of a Wine and Food Festival. *Journal of Travel Research*. 49. 10.1177/0047287509346796.
- Basnet, S. D., & Auliya, A. (2022). Strategi Pemasaran Digital Melalui Media Sosial Dalam Penyelenggaraan Event Inacraft 2022. *Journal of Tourism and Economic*, 5(1). <https://doi.org/10.36594/jtec.v5i1.137>
- Belch, G.E., & Belch, M.A. (2007). *Advertising and Promotion an Integrated Marketing Communication Perspective* (6th edition). Mc-Graw Hill Companies.

- Brodie, R.J. & Hollebeek, Linda & Juric, Biljana & Ilic, Ana. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 17(3). 1-20.
- Carter, D., D'Souza, F. P., Simkins, B. J., & Simpson, W. G. (2007). *The Diversity of Corporate Board Committees and Firm Financial Performance* (SSRN Scholarly Paper No. 972763). <https://doi.org/10.2139/ssrn.972763>
- Chodak, G., Chawla, Y., Dzidowski, A., & Ludwikowska K. (2019). The Effectiveness of Marketing Communication in Social Media.
- Close S.A., Finney, R., Lacey, R., & Sneath, J. (2012). Engaging the Consumer Through Event Marketing: Linking Attendees with the Sponsor, Community, and Brand. *J Advert Res*, 46. <https://doi.org/10.2501/S0021849906060430>
- Cuofano, G. (2023). Promotional Channels Examples. *FourWeekMBA*. <https://fourweekmba.com/promotional-channels/>
- Davies M. D. V. & Woodward R. (2014). *International Organizations : A Companion*. Edward Elgar Publishing.
- Denzin, N. K. (2012). Triangulation 2.0. *Journal of mixed methods research*, 6(2), 80-88. <https://doi.org/10.1177/1558689812437186>
- Eva, M., & Mirko, G. (2012). Social Media's Role in Marketing Communication and Its Opportunities in Online Strategy Building.
- Gibson, C., & Connell, J. (2005). *Music and Tourism: On the Road Again*. SAGE Publication.

- Gurung, B. (2013). *Marketing in Event Management*. Retrieved from https://www.theseus.fi/bitstream/handle/10024/76351/Gurung_Bikash.pdf?sequence=1
- Habermas, J. (2006). Political Communication in Media Society: Does Democracy Still Enjoy an Epistemic Dimension? The Impact of Normative Theory on Empirical Research. *Communication Theory*, 16, 411–426. <https://doi.org/10.1111/j.1468-2885.2006.00280.x>
- Halim, I. A. (2018). Strategi Intergrated Social Media Network Game: Penggunaan Advergame dalam Membentuk Customer Brand Engagement. *Jurnal Komunikasi Indonesia*, 4(2), 116–126. <https://doi.org/10.7454/jki.v4i2.8891>
- Hammersonic Festival [@Hammersonicfest]. (2023). *Posts* [Instagram Profile]. Instagram. Retrieved July 20 2023, from [instagram.com/hammersonicfest/](https://www.instagram.com/hammersonicfest/)
- Harb, A., & Fowler, Deborah & Chang, Hyo Jung & Blum, Shane & Alakaleek, Wejdan. (2019). Social media as a marketing tool for events. *Journal of Hospitality and Tourism Technology*, 10. 10.1108/JHTT-03-2017-0027.
- Holt, D. B. (2005). How brands become icons: the principles of cultural branding. *Choice Reviews Online*, 42(09), 42–5359. <https://doi.org/10.5860/choice.42-5359>
- Holtzhausen, D., & Zerfass, A. (2013). Strategic Communication – Pillars and perspectives of an Alternative paradigm. *Springer eBooks*, 73–94. https://doi.org/10.1007/978-3-531-18961-1_4

- Hoyle, L. H. (2002). *Event marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions*. Wiley.
- Jogjarockarta Festival. (2023). Retrieved from <https://jogjarockartafestival.com/>
- Journal, I., & Jagdish, N. (2019). Event management and social media marketing. *International Journal Of Advance Research, Ideas And Innovations In Technology*, 5(2), 1058.
- Kaplan, A., & Haenlein, M. (2010). Users of the World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*, 53, 59–68.
<https://doi.org/10.1016/j.bushor.2009.09.003>
- Kent, M. (2010). *Directions in Social Media for Professionals and Scholars* (2nd Edition). SAGE Publication.
- Kerzner, H. (2009). *Project management: A systems approach to planning, scheduling, and controlling* (10th ed). John Wiley & Sons.
- Kirtiř, A. K., & Karahan, F. (2011). To Be or Not to Be in Social Media Arena as the Most Cost-Efficient Marketing Strategy after the Global Recession. *Procedia - Social and Behavioral Sciences*, 24, 260–268.
<https://doi.org/10.1016/j.sbspro.2011.09.083>
- Kose, Huseyin & Argan, Metin & Tokay Argan, Mehpare. (2011). Special Event Management And Marketing: A Case Study Of TKBL All Star 2011 In Turkey. *Journal of Management and Marketing Research*. 8.
- Kotler, P., & Keller, K. (2012). *Marketing Management* (14th Edition). Prentice Hall.

- Lee, W., Xiong, L., & Hu, C. (2012). The effect of Facebook users' arousal and valence on intention to go to the festival: Applying an extension of the technology acceptance model. *International Journal of Hospitality Management*, 31(3), 819–827. <https://doi.org/10.1016/j.ijhm.2011.09.018>
- Lee, Y.-K., Lee, C.-K., Lee, S.-K., & Babin, B. J. (2008). Festivalscapes and patrons' emotions, satisfaction, and loyalty. *Journal of Business Research*, 61(1), 56–64. <https://doi.org/10.1016/j.jbusres.2006.05.009>
- Lim, S., & Yazdanifard, Dr. Rashad. (2014). How Instagram can be used as a tool in social networking marketing. Retrieved May 10, 2023, from https://www.researchgate.net/publication/265377226_How_Instagram_can_be_used_as_a_tool_in_social_networking_marketing
- Lopez Y Gonzalez, M. (2012). Social media in an integrated marketing communication strategy. Retrieved from <http://www.theseus.fi/handle/10024/51614>
- Luttrell, R. (2014). *Social Media: How to Engage, Share, and Connect*. Rowman & Little Field.
- Macnamara, J., & Zerfass, A. (2012). Social Media Communication in Organizations: The Challenges of Balancing Openness, Strategy, and Management. *International Journal of Strategic Communication*, 6, 287–308. <https://doi.org/10.1080/1553118X.2012.711402>

- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365. <https://doi.org/10.1016/j.bushor.2009.03.002>
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative data analysis*. SAGE.
- Naurah, N. (2023). Sukses Digelar Selama 6 Hari, PJF 2023 Jadi Festival Musik Jazz Terlama di Indonesia. *GoodStats*. Retrieved from <https://goodstats.id/article/sukses-digelar-selama-6-hari-pjf-2023-jadi-festival-musik-jazz-terpanjang-di-indonesia-FodMC>
- Nightingale, A. J. (2020). Triangulation. *International Encyclopedia of Human Geography (Second Edition)*, 477-480. Elsevier.
- Oklobđzija, S. (2015). The role and importance of social media in promoting music festivals. 583-587. <https://doi.org/10.15308/synthesis-2015-583-587>
- Pivac, T., Blescaron, I., Stamenkovi, I., & Besermenji, S. (2011). Event management and consumer satisfaction in tourism industry. *African Journal of Business Management*, 5(34). <https://doi.org/10.5897/ajbm11.1641>
- Prambanan Jazz [@prambananjazz]. (2023, May 24). *Benefit untuk Pembeli Tiket Lama PJF 2023* [Poster]. Instagram. [instagram.com/p/Csn5o8WpOM0/?img_index=3](https://www.instagram.com/p/Csn5o8WpOM0/?img_index=3)
- Qualman, E. (2009). *Socialnomics: how social media transforms the way we live and do business*. John Wiley & Sons, New Jersey. *DOAJ (DOAJ: Directory of*

Open Access Journals), 1(2). 225-228.

<https://doaj.org/article/86b26c8579bb4367879e611e4846f614>

Rajawali Indonesia [@rajawaliindonesia]. (2023). [Instagram Profile]. Instagram. Retrieved August 5 2023, from [instagram.com/rajawaliindonesia/](https://www.instagram.com/rajawaliindonesia/)

Rajawali Indonesia [@rajawaliindonesia]. (2023). *Posts* [Instagram Profile]. Instagram. Retrieved August 5 2023, from [instagram.com/rajawaliindonesia/](https://www.instagram.com/rajawaliindonesia/)

Rajawali Indonesia [@rajawaliindonesia]. (2023, May 8). *Dream Theater Last Stop on Top of the World Tour* [Poster]. Instagram. [instagram.com/p/Cr-DfwtS4Vu/](https://www.instagram.com/p/Cr-DfwtS4Vu/)

Rajawali Indonesia [@rajawaliindonesia]. (2023, August 9). *Jogjarockarta Call for Tenant* [Poster]. Instagram. [instagram.com/p/CvuRLF6xCAW/?img_index=1](https://www.instagram.com/p/CvuRLF6xCAW/?img_index=1)

Rajawali Indonesia [@rajawaliindonesia]. (2023, September 16). *14 Hari Menuju ke Jogjarockarta* [Poster]. Instagram. [instagram.com/p/CxPRPnKpyWe/](https://www.instagram.com/p/CxPRPnKpyWe/)

Rajawali Indonesia [@rajawaliindonesia]. (2023, September 12). *Livestream Seputar Jogjarockarta* [Instagram Story]. Instagram. [instagram.com/p/CxFsahbpyIT/](https://www.instagram.com/p/CxFsahbpyIT/)

Rajawali Indonesia [@rajawaliindonesia]. (2023, March 5). *Greetings* [Video Post]. Instagram. [instagram.com/p/CpaBesRDijg/](https://www.instagram.com/p/CpaBesRDijg/)

Rajawali Indonesia [@rajawaliindonesia]. (2023, March 13). *President Indonesia in Dream Theater Concert* [Post]. Instagram. [instagram.com/p/CpufaJwS9z-/?img_index=1](https://www.instagram.com/p/CpufaJwS9z-/?img_index=1)

Rajawali Indonesia [@rajawaliindonesia]. (2023, August 8). *Jogjarockarta* [Poster]. Instagram. [instagram.com/p/CvrdpoArneL/](https://www.instagram.com/p/CvrdpoArneL/)

Rajawali Indonesia [@rajawaliindonesia]. (2023, September 1). *Mau Baca HAI Recall Sepultura Sambil Nonton Bandnya Langsung?* [Poster]. Instagram. [instagram.com/p/CwpZODRprFW/?img_index=1](https://www.instagram.com/p/CwpZODRprFW/?img_index=1)

- Rajawali Indonesia [@rajawaliindonesia]. (2023, June 23). *Prambanan Jazz 9 2023* [Poster]. Instagram. [instagram.com/p/CtzRm8jJ_9W/?img_index=1](https://www.instagram.com/p/CtzRm8jJ_9W/?img_index=1)
- Rajawali Indonesia [@rajawaliindonesia]. (2023, September 8). *Jogjarockarta Promo twin Date 9.9* [Poster]. Instagram. [instagram.com/p/Cw7xeXgS2TX/](https://www.instagram.com/p/Cw7xeXgS2TX/)
- Rajawali Indonesia, Beyond Imagination. (2023). Retrieved from <https://rajawaliindonesia.com/>
- Remondes, J. (2022). The Impact of Social Media on Marketing Communication Management. *International Journal of Marketing Communication and New Medi*, 10(18). <http://dx.doi.org/10.54663/2182-9306.2022.v10.n18.1-3>
- Russo, A., Watkins, J., Kelly, L., & Chan, S. (2008). Participatory Communication with Social Media. *Curator: The Museum Journal*, 51(1), 21–31. <https://doi.org/10.1111/j.2151-6952.2008.tb00292.x>
- Safko, L., & Brake, D. K. (2009). *The social media Bible: Tactics, Tools, and Strategies for Business Success*. John Wiley & Sons.
- Samu, S., & Wymer, W. (2009). The effect of fit and dominance in cause marketing communications. *Journal of Business Research*, 62(4), 432–440. <https://doi.org/10.1016/j.jbusres.2008.01.039>
- Schmitt, B. (1999). Experiential Marketing. *Journal of Marketing Management*, 15(1–3), 53–67. <https://doi.org/10.1362/026725799784870496>
- Silvers, J. R., Bowdin, G., O’Toole, W., & Nelson, K. B. (2005). Towards an International Event Management Body of Knowledge (EMBOK). *Event Management*, 9(4), 185–198. <https://doi.org/10.3727/152599506776771571>

- Smits, M., & Mogos, S. (2013). The Impact Of Social Media On Business Performance. *European Conference on Information Systems*, 1–12.
- Snoussi, T., Abdullah. (2020). Instagram As An Integrated Marketing Communication Tool. *International Journal of Innovation, Creativity, And Change*, 14(5), 1024.
- Stanley A. Deetz (1993). Democracy in an Age of Corporate Colonization. Developments in Communication and the Politics of Everyday Life. *Organization Studies*, 14(4), 614.
<https://doi.org/10.1177/017084069301400418>
- Stephanie L, S. (2011). Sustainable Event Management of Music Festivals: An Event Organizer Perspective. Retrieved from https://www.academia.edu/23443036/Sustainable_Event_Management_of_Music_Festivals_An_Event_Organizer_Perspective
- Terry, G. R., & Franklin, S. G. (2011). *Principles of management* (8th ed.). R.D. Irwin.
- Thomas, K., & Stephens, S. (2022). Understanding the Management Theory in Event Management: A Conceptual Framework. *SSRN Electronic Journal*, 1.
<https://doi.org/10.2139/ssrn.4051469>
- Walther, J. B., DeAndrea, D., Kim, J., & Anthony, J. C. (2010). The influence of online comments on perceptions of antimarijuana public service announcements on YouTube. *Human Communication Research*, 36, 469–492. <https://doi.org/10.1111/j.1468-2958.2010.01384.x>

Watson, T. (2010). *Capitalizing on Effective Communication: Communication ROI*

Study Report. Watson Wyatt Worldwide.

Wyman, O. (2013). *Social Media Management*. MarshMcLennan.

Yin R.K. (2018). *Case Study Research and Applications: Design and Methods*, (6th

edition). SAGE Publications.