

ABSTRACT

This qualitative descriptive study examines Rajawali Indonesia's social media management as an event organizer in promoting its events on Instagram @RajawaliIndonesia. The researcher is interested in examining how social media is managed from an event organizer's perspectives. Data was taken from observations and in-depth interviews, analyzed through data interaction, and validated through triangulation of data collection techniques. The research uses the emerge of social media management in marketing communication adapted to Kotler & Keller (2012), the P.O.A.C steps by George (2011), The Circular Model of Some by Regina Luttrell (2014) to analyze the social media management process, and Event Marketing theory by Belch & Belch (2007). This study presents the process that led to setting up a social media management for marketing communication. The results obtained through stages analyzed using The Circular Model of Some and Event Marketing which is the result of a form of social media management in marketing communications of Rajawali Indonesia. The findings focus on social media, a progressive tool for marketing communication that enables event organizer to gain a competitive advantage through better applied event marketing. Rajawali Indonesia's success in managing social media is determined by how thorough the preparations are and the stages are in accordance with theoretical studies. As one of the founders of APMI, Rajawali Indonesia's social media management in line with APMI's goal of improving the reputation, quality and quantity of organizing concerts and music festivals in Indonesia.

Keywords: marketing communication, social media management, event marketing.