

Abstract

This study examines how Jazz Goes To Campus (JGTC) 48th 2025 has planned and executed its Integrated Marketing Communication (IMC) strategy in terms of how messages, channels, and communication tools were integrated as a system throughout the lifecycle of the festival. The research takes an interpretivist qualitative case study design and concentrates on the locus of the process of IMC implementation 8 months prior to the event (T-8) to one month after the event (T+1). Data sources comprised in-depth interviews, observation, and the analysis of the communication artifacts (e.g., social media outputs, promotional materials, and other related records) and were analyzed via a methodological approach of triangulation to lend credibility to the notion of pattern matching and explanation building. Results indicate that JGTC characterized the IMC by a role-based platform structure instead of channels being replaceable: Instagram acted as an official-first channel of authoritative updates, Tik Tok was a discovery-based layer to reach broader with the help of algorithmic exposure, and the Web site was a stable repository and trading space based on structured information and ticketing. The research also presents a fatal implementation weakness in high-volume conditions regardless of the centralization of information; too much information, in particular brand activation content may diminish the information seekability within the anchor channel which poses an access risk during time-sensitive situations. Comprehensively, the results place IMC in JGTC as a phased coordination engine influenced by the governance and survival needs of a context based on a campus festival.

Keywords: Integrated Marketing Communication, Festival Lifecycle, Campus-rooted Festival, Jazz Goes To Campus 48th, Coordination of Channels.