

## Creative economy development strategy through communication in the alternative tourism of concert

Sisca Aulia<sup>1</sup>, Sinta Paramita<sup>2</sup>, Farid<sup>3</sup>

<sup>1,2,3</sup>Faculty of Communication Sciences, Universitas Tarumanagara, Jakarta, Indonesia

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### ABSTRACT

**Background:** As COVID-19 subsides, the government is working to rebuild the collapsed economic foundations. One area of focus is the development of the music industry in Indonesia. In 2023, concerts in Indonesia began to reemerge at the national and international levels. The Dewa 19 concert at the Jakarta International Stadium (JIS) and the Blackpink concert at the Gelora Bung Karno Main Stadium attracted a lot of attention. These concerts boosted the economy in several sectors, including alternative tourism. This study aims to explore the supporting components of alternative tourism through concerts and the strategic role of communication in developing the creative economy. **Method:** This study used a quantitative descriptive method. **Results:** The music industry in Indonesia has experienced a resurgence, with events such as The 90s Festival and international concerts, the Blackpink's Born Pink World Tour. These music festivals increase tourism, providing economic opportunities for businesses and local communities. Blackpink's concert in Jakarta is a prime example of how concerts can create economic value and social excitement. In addition, international concerts enhance Indonesia's global image and reputation, and demonstrate the country's ability to organize large-scale events. **Conclusion:** The rise of the Indonesian music industry and the impact of international concerts demonstrate the diverse cultural and economic dimensions of music in Indonesia and its ability to adapt, evolve, and thrive in the modern era.

**Keywords:** Creative economy; alternative tourism communication; concert; marketing communication; music industry

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**Correspondence:** Sisca Aulia, S.I.Kom, M.Si., Tarumanagara University, Jl. Letjen S. Parman No. 1, Jakarta 11440. Email: [siscaa@fikom.untar.ac](mailto:siscaa@fikom.untar.ac).

## INTRODUCTION

The creative economy has become one of the important pillars in Indonesia's economic growth. Within it, the music subsector has great potential that has not been fully utilized, especially as a tool to support the tourism sector. Music functions as not only a cultural and entertainment product but also an effective cross-cultural communication medium in building a tourism narrative. However, although the creative economy continues to grow in the digital era, its utilization to support tourism remains relatively minimal. This is due to the lack of a strategy that synergistically combines the two sectors. On the other hand, the digital era offers great opportunities to expand access and the impact of music as a promotional medium, so it can introduce Indonesian tourist destinations to a wider market. This study is here to answer this need by identifying music-based communication strategies that can support tourism development, overcome existing obstacles, and offer innovative solutions relevant to the dynamics of the digital era.

2023 was a year full of concerts in Indonesia. Many local and international artists held concerts in various cities in Indonesia. Further, concerts were held in various genres, such as pop, K-pop, rock, and jazz. Concert activities in Indonesia in 2023 provided an unforgettable experience for music lovers and supported the development of the music industry in Indonesia earlier. The year 2023 had a positive impact on the development of the creative economy. The Dewa 19 Concert

in 2023 has become the focus of many music lovers in the country. The concert entitled Pesta Rakyat 30 Tahun Berkarya Dewa 19 was enlivened by four vocalists and four drummers. The concert at the Jakarta International Stadium (JIS) was attended by thousands of fans from various cities in Indonesia.

Besides local events, international concerts have also been held in early 2023, one of which is Blackpink. The K-Pop becomes a big celebration for Blackpink fans, Blink, from all over Indonesia. Concerts are not only about music, but we can see more deeply the diverse aspects behind holding a concert. There are at least six opportunities for scientific collaboration from the aspects of the concert, the economic, globalization, and digitalization sides. However, concerts can also be an alternative tourist attraction to drive and develop the creative economy strategy through alternative tourism communication for concerts. The award is reflected in the coordination of social understanding and cultural ideology of tourism within (Meng, 2024).

Concerts are not only music and art performances but also potential tourism facilities. The Singaporean government, through Prime Minister Lee Hsien Loong, stated that it would provide special incentives to Taylor Swift to hold an exclusive Southeast Asian concert tour in Singapore (BBC BERITA Indonesia, 2024). In this way, stakeholders began to offer concerts in abundance, either for commercial or social reasons, but with coordination adapted to modern widespread realities (Ambler, 2020).

The opportunities that Singapore has gained have been criticized by neighboring countries such as Thailand and the Philippines for monopolizing concerts (Riani Asnida, 2024). Based on a CNBC Indonesia survey, Singapore is now considered the world's concert capital, including Coldplay and Taylor Swift. The concert brought foreign exchange profits to Singapore and saved the country from recession.

Inspired by Singapore's massive achievement, Indonesia plans to design a tourism development program that includes concerts through the Ministry of Tourism and Creative Industries (Memparecraft), Sandiaga Uno (Harian Kompas, 2024). The Maritime Affairs and Investment Sector, Luhut Binsar Pandjaitan also encouraged exclusive international concerts in Indonesia, such as Taylor Swift in Singapore (Antara, 2024). Constrained intelligently with imaginable results, enthusiastic communication does not allow the audience group to feel involved in the implementation and realize their need for enthusiastic and physical collective expression.

Due to the above phenomenon, concerts are now one of the sources of tourism that can help the Indonesian economy. The government is seriously developing concert tourism in Indonesia. There must be a draft policy regarding this. Research related to concerts has been developed by different interdisciplinary sciences. For example, a study entitled "Live Concert Performance: An Ecological Approach", examining historical,

economic, and sociological music research for decades at three concerts in Scotland (Behr et al., 2016). Seeing this, the trade in live concerts has become very large, which has affected his trading in particular. The divisions are limited to adapt to this modern reality, where they are not allowed to hold events with the help of a face-to-face audience (Areiza, 2022).

This study discusses the dynamics of concerts through a different approach applied in Scotland. In addition, the study entitled "The Use of Digital Media as a Stage for Korean Concerts During the Covid-19 Pandemic" (BTS Online Concert Case Study) focuses more on the online music industry of the Korean group BTS. The use of the Weverse Shop application is a digital platform suitable for holding online concerts (Alima & Ramadhanty, 2022).

The phenomenon of concert ticket purchases is also studied, for example, in the study "Phenomenology of Concert Ticket Buyer Interests Post-Pandemic: Coldplay Concert Ticket War Jakarta 2023". This study discusses consumer behavior in buying war tickets amidst the influence of social media in creating interest in concerts (Harishnanda et al.).

Creative economy is an idea or concept expected to provide added value to the economy. Creative economy is one alternative solution to economic problems. Creative economy is an economic sector comprising various creative industries that produce added value in products, services, and experiences based on creativity, innovation, and cultural richness. Creative industries in the creative economy that cover

diverse fields, such as art, design, media, entertainment, information and communication technology (ICT), and tourism have played an important role in tourism and have changed it continuously for approximately 20 years, modifying strategies and adapting business practices, providing a very dynamic tourism industry. South Korea uses the term K-Wave to describe the creative economy as the country's soft power to develop the domestic economy and expand the industrial market internationally (K-Pop) is one of the icons of the Korean Wave, besides K-Drama. So far, Indonesia has been quite confident in the policy of a creative economy to improve the country's economy, as K-Pop and is one of the countries that popularizes pop culture today (Supratman & Adli Rafiqi, 2016). Reflecting on South Korea in the digital and globalization era, the creative economy is increasingly becoming a fundamental concern for many countries, especially because of the potential for high economic growth and its positive impact on society. -economic sustainability and inclusiveness. Therefore, creative industry players and the government need to work together to create a healthy and sustainable creative economy ecosystem, as well as increase access and empowerment of the community to develop their creative potential.

The focus of this research is the less optimal role of the creative economy in Indonesia, especially the music sub-sector, in supporting tourism, even though they have great potential to complement each other. In the ever-growing digital era, many other countries have made

the most of music for promoting their culture and tourism, but Indonesia does not yet have a structured and integrated approach in this regard. Another problem is the lack of awareness and understanding among tourism stakeholders regarding the potential of music as a communication tool that can strengthen the branding of tourist destinations (Yasir, 2021). Cross-sector collaboration between creative economy and tourism actors is still sporadic and has not been supported by targeted strategic policies. In addition, the distribution of Indonesian music in the global arena faces a lot of obstacles, such as limited access, promotion, and appeal relevant to international audiences. Therefore, this study addresses this gap by offering an effective tourism-based communication strategy that involves musical elements.

To provide solutions, this study utilizes several relevant theories and concepts. Tourism communication theory is adopted to explain how communication elements, such as music, can build a positive image of a tourist destination. Music can create deep emotional and cultural experiences, making it an effective communication tool in attracting tourists. In addition, creative economy theory is the basis for understanding how the music subsector can contribute significantly to economic growth through cultural and commercial value. The concept of destination branding is also used to examine how music can be a key element in creating a unique identity for a tourist destination, so that it can compete globally. The

digitalization approach is also an important part of this study because the digital era opens up great opportunities for massive and efficient music distribution and tourism promotion. By combining these theories, this study aims to design relevant strategies to support the development of a music-based creative economy in the tourism sector.

This study is unique compared to previous studies because it offers an approach that integrates the creative economy, communication, and tourism holistically. Most previous studies discuss the creative economy or tourism separately, without highlighting how both can support each other through media such as music. This study emphasizes the importance of synergy between music as a cultural product and tourism as a promotional platform, and how both can be strengthened by digital technology. In addition, this study also provides a special focus on the implementation of strategies that involve cross-sector collaboration between creative industry players, government, and tourism players. Thus, this study not only enriches academic discourse but also provides practical guidance that can be implemented to improve the competitiveness of Indonesian tourism at the global level.

The urgency of this research is based on several important reasons. First, the creative economy is one of the fastest-growing sectors in Indonesia, but its contribution to tourism is still relatively small. In fact, by utilizing music as a tourism communication tool, the creative economy can be a driving force for more

innovative and effective tourism destination promotion. Second, Indonesia should increase its global competitiveness in the tourism industry, especially by offering unique and authentic promotional strategies. Music, as a cultural product rich in local values, can be a differentiator that attracts the attention of international tourists (Adiprasetyo & Andika Vinianto Adiputra, 2020). Third, the digital era provides a great opportunity for Indonesia to distribute music and promote tourism widely and efficiently, but its utilization is still far from optimal. Fourth, after the COVID-19 pandemic, the tourism sector needs a new approach to recover, and collaboration with the creative economy sector can be the right solution. By focusing on the integration of music, communication, and tourism, this research contributes to the development of science with a real impact on Indonesia's economic and tourism growth.

**Tourism Communication:** Tourism communication has evolved along with the development of tourism into the realm of modern tourism. Tourism communication is the process of exchanging information and messages between tourism organizations, tourism actors, and visitors to promote and facilitate good tourism experiences, covering advertising, brochures, websites, social media, marketing campaigns, and face-to-face interactions. Destination marketing is a key strategic area in tourism development recognized by academics and practitioners. A distinctive tourism product is not a single commodity or service but an

overall strategic development goal. Tourism communication also helps to shape a positive image of a tourist destination and to promote tourism-related activities and events.

**Alternative Concerts and Tourism:** The current generation loves the entertainment industry, including music. There are many ways to enjoy music, one of which is by watching a concert. According to Mannheim (1952), a generation is a group formed from a social construction process, in which there are similarities in age and almost the same experience. The existence of concerts is not just entertainment, but they contain musical communication between musicians and music lovers to make concerts an alternative tourism.

Concerts can be an interesting alternative tourism opportunity for tourists who like to attend concerts or music festivals. They can attract tourists from domestic and foreign countries, especially if the singers are popular and well-known throughout the country. In addition, concerts can also help improve the local economy. With the presence of concerts, there will be an increase in the activity of tourists visiting the area, which will subsequently increase in demand for accommodation, food, and other tourist activities in the area. The creation of notes into compositions involves the processes of production, distribution, and promotion. Meanwhile, the Creative Economy Agency (BEKRAF) defines the music industry as all types of creative businesses and activities related to education, creation or composition, recording, promotion, distribution, sales,

and performances of musical works of art, financially, meaning including price for item, return environment generation, and advance tourism (Süli et al., 2024).

Another study entitled *Dynamics of the Indonesian Music Industry Ecosystem during the Covid-19 Pandemic* explains the efforts of music industry workers in dealing with the pandemic, through communication solidarity, adaptation of habits, exploration of digital space, and periods of contemplation to produce new works (Hastuti, 2020). Other studies have also been developed from various multidisciplinary sciences on the use of digital marketing hashtags. This study shows that Instagram has become a marketing communication medium, increasing brand awareness, influencing consumer engagement and behavior, and producing data that supports marketing strategies (Watajdid et al., 2021). This study found that participants preferred the type of product images and the stimuli they liked by displaying price information, hashtags, and likes (Sari & Anggraeni, 2019).

## RESEARCH METHODS

This study used a quantitative descriptive method to provide a detailed and in-depth description of a phenomenon based on facts found in the field. This method focuses on understanding reality without manipulation or intervention, so it can explain the phenomenon contextually.

Qualitative descriptive research uses non-



numerical data such as interviews, observations, and documentation as the main material for analysis. The data is then processed descriptively to describe the situation or phenomenon being studied. This approach can effectively explore complex, dynamic, or previously poorly understood problems.

The steps in this method include identifying research problems, selecting relevant subjects or objects, collecting data through techniques such as in-depth interviews and observations, and analyzing data inductively. This process produces a description of the phenomenon that describes the relationships or patterns that emerge from field data. The advantage of the qualitative descriptive method is its ability to provide factual and context-rich descriptions. This method is also flexible, so researchers can adjust the research process according to the dynamics in the field. In addition, the results of this study often provide deep insights into the experiences and perceptions of the subjects.

For example, research on the impact of concerts on the local creative economy can use this method to describe how concerts increase tourist visits, strengthen cultural identity, and support local economic growth. Through interviews with tourists and local economic actors, as well as direct observation at the concert location, researchers can obtain relevant data to compile a description of the phenomenon. Overall, qualitative descriptive methods are very effective in providing an in-depth understanding of social, cultural, or economic phenomena. This approach helps

to describe reality holistically and provides a strong basis for future decision-making or recommendations.

## RESULTS AND DISCUSSION

Lokananta is the oldest music studio in Indonesia, founded on October 29, 1956. In addition to being the oldest music studio, Lokananta is also the largest music studio in Indonesia and is still active today. According to the website [indonesia.go.id](http://indonesia.go.id), Lokananta is derived from Sanskrit, which means *gamelan* from the sky with a melodious sound. The founder of Lokananta is the Head of the Indonesian Radio Bureau (RRI), Raden Maladi. The Location of Lokananta Oetoyo Soemowidjojo and Raden Ngabehi Soegoto Soerjodipoero is on Jalan Ahmad Yani 389, Laweyan District, Surakarta City, Central Java. measuring 14 x 31 meters, almost twice the size of a badminton court.

Inside the main building of Lokananta in Figure 1, 53,000 records are stored on metal shelves in a specially controlled air-conditioned room. 670 original recordings of regional songs and additional speeches by President Sukarno, including the original voice recording of Sukarno reciting the lyrics of his Manifesto 2017. As the first and largest music studio in Indonesia, when it was first established, Lokananta was tasked with recording broadcast material into sound recordings to be broadcast to 26 RRI stations throughout Indonesia. Gading Pramu Wijaya, in the book *Arsip Sejarah*



Source: Researcher Documentation, 2023

### Figure 1 Lokananta Museum

Musik Indonesia (1958), stated that RRI began selling vinyl records of regional songs to the public under the Lokananta brand. Lokananta's collection at that time included gamelan music from Javanese, Balinese, Sundanese, Batak music, and even regional songs whose creators were never known. Lokananta's status became a state-owned company with a new name, PN Lokananta, after the government issued regulation No. 215 in 1961. The scope of its business expanded into a record label that focused on regional songs and performing arts, as well as publishing books and magazines. A year later, Lokananta began recording activities for local musicians when Indonesia hosted the 4th Asian Games on August 15, 1962.

Lokananta Museum is the first and only public music company that has a large collection of legendary music in the form of vinyl records and cassettes. Lokananta Museum also has a recording studio that can still be used today and

maintains analog music production, including music production in cassette format. The name of the Lokananta studio is familiar to music lovers from the 1960s to the 1990s. Inside the Lokananta building, there is a room that sells CDs (compact discs) and cassettes converted from vinyl.

Several recordings of famous artists' songs, such as Koes Plus, The Steps, Waldjinh, and others. Inside the building, there is also a collection of recording machines used in Lokananta as quality control machines produced in 1980, prototyping machines produced in 1980, tape cutters produced in 1980, VHS video recorders produced in 1990, tape recorders produced in 1970, and power amplifiers produced in the 1960s. Several VHS (Video Home System) cassettes containing recordings of ketoprak art performances broadcast on TVRI are lined up next to Sony brand TVs and above National brand VHS players to play and use various types of records and music players from London and Switzerland. Efforts to preserve the contents of the Lokananta collection are carried out by recording them in digital form. Lokananta has produced and cloned vinyl records, then cassettes. Lokananta is the first and largest record label in Indonesia, founded in 1956. As the "Ground Zero" of Indonesian music, Lokananta was popular in the 1970s and 1980s along with many Indonesian music legends. Indonesian music such as Gesang, Waldjinh, Bing Slamet, Titiek Puspa, and the son of Sam Saimun.

The music recorded at that time was mostly



regional songs, ranging from karawitan gending to keroncong. The relatively large scale of the studio made this building very suitable for use as a venue for live performances, especially *gamelan* recording the sounds of performing arts such as fairy tales, folk tales, wayang, and ketoprak. For example, the story of Jaka Tingkir Tundung, Ande-ande Lumut, and the puppeteer Ki. Nartosabdo, and the Basiyo play. Over time and technology, Lokananta was left behind until it was absorbed and abandoned in the 1990s, but now the public can return to visit the legendary recording studio.

Maintenance of vinyl records can also be said to be minimal because the maintenance carried out by Lokananta itself does not receive assistance from the Government, but rather by raising its funds and also from donors who care about the rich cultural heritage of history. The following are efforts to maintain vinyl records carried out by Lokananta employees: (1) washing vinyl records using dishwashing soap; (2) the washed vinyl records are then aired and then wiped with a chamois in one direction; (3) the clean vinyl records are then arranged on wooden shelves in a parallel or standing position; (4) stored in a room equipped with air conditioning; and (5) every 10 days, the windows in the room are opened to reduce dirt caused by air humidity. Although the maintenance carried out by the employees is still very simple, at least they have made a very persistent effort in preserving and minimizing damage to the nation's cultural assets.

Lokananta is revived, used as a creative

hub for musicians, artists, and micro, small, and medium enterprises (MSMEs). In 2022, the Ministry of SOEs, through PT Danereksa (Persero) and PT Perusahaan Pengelola Aset (PPA), will revive Lokananta, which covers an area of 2.1 hectares. The physical construction of Lokananta will begin in November 2022, marked by the Lokananta Reload event in November. 27 of 2022 and can be completed in just six months. Lokananta is one example of a public company asset that was once forgotten and has now been successfully revived. The new version of Lokananta now has five main pillars, namely a museum gallery/recording studio, performance arena, culinary space, and MSME gallery. The restoration and optimization phase of Lokananta is also fully aligned and supported by the City of Surakarta, where Lokananta is one of the 17 development priorities of the City of Surakarta. Surakarta.

The development of communication technology must be utilized to share information that can be accessed anytime and anywhere. One solution to this issue is the Digital Library, a library digitization system equipped with a complete and structured recording and database system, making it easier for visitors to access both online. It would also be good if Lokananta utilized it, considering that Lokananta is an important milestone and has a lot of information about the history and development of Indonesian music, and has great potential. a list of works by musicians that have been produced which if published early on will greatly help reduce the chances of claims on musical works created by

the Indonesian Nation by other parties (2).

**Concerts and Alternative Tourism** The current generation is a generation that loves the entertainment industry, one of which is music. There are many ways to enjoy music, one of which is by watching a concert. According to Mannheim, a generation is a group formed from a social construction process, in which there are similarities in age and almost the same experiences (3). Concerts is not just entertainment, but contains musical communication between musicians and music lovers that can be captured textually or contextually (4). The hobby makes concerts an alternative tourism. Alternative tourism is a type of tourism that focuses more on experiences and activities that are different from popular types of tourism. Concerts can be an interesting alternative tourism opportunity for tourists who like to attend concerts or music festivals. Concerts can attract tourists from both within the country and abroad, especially if the artists who perform are popular and famous artists throughout the world. In addition, concerts can also help improve the local economy. There will be an increase in tourists visiting the area, which will then have an impact on increasing demand for accommodation, food, and other tourism activities around the concert venue. The music industry is the creation of notes into compositions that involve the processes of production, distribution, and promotion. The Creative Economy Agency (BEKRAF) defines the music industry as all types of creative businesses and activities related to education,

creation or composition, recording, promotion, distribution, sales, and performances of musical works of art.

**Organizing the 2023 90s Festival and Tourism Communication:** One of the music events in Jakarta involving international musicians is the 90s Music Festival. The event, which was held for two days, namely August 12-13, 2023, at Gambir Expo Kemayoran, Jakarta, also enlivened international music performances in Indonesia since the end of the COVID-19 pandemic. This event has been held every year since 2015. Hampered by the pandemic, this event has been held for the last two years. always awaited by those who want to reminisce about the atmosphere of the 90s. Following its theme, this music event always carries a 90s theme, not only in its music, but also in knick-knacks that remind us of that time. atmosphere of the 90s.

The 90s Festival is a music and entertainment event that presents various elements of 1990s pop culture. The event in Figure 2 usually features various live music performances, artist appearances, stage shows, and various activities and attractions that remind us of the 1990s. Festivals like this often attract fans who are nostalgic for the music, fashion, and pop culture of that decade. Usually, the 90s Festival presents many artists and music groups that were popular in the 1990s or are currently popular. Still active in the music industry, they perform their hits to entertain the audience. Events like this are often attended by fans of all ages who want to reminisce about historic moments in



Source: Researcher Documentation, 2023

**Figure 2 90s Festival Website Appearance**

that decade or who want to introduce 1990s pop culture to the younger generation.

This event is organized by Akselerasi Entertainment, which was founded in 2014 as a promoter of creative concerts and festivals, a creative agency, and creator of social movements. In 2020, Ent Acceleration created a new festival concept called Everblast Festival with the concept of film screenings to promote and fulfill the longing for music from the 2000s. Although it was postponed due to the COVID-19 pandemic, Everblast Festival is back in 2023 to create memories of the past. In the 2000s, especially Acceleration Entertainment actively managed solo tours of international artists. In addition to being a music promoter, Acceleration Entertainment is experienced and active in creating several creative events, activations, campaigns, and social movements

with various partners such as government, brands, and communities.

Professional management in all aspects of this event greatly determines its success, which affects the public's attraction to the event as part of tourism. Referring to the 90s Festival and the tourism components, the discussion could touch on the area of marketing.

Marketing at the 90s Festival, social media became the most effective instrument in socializing activities to the public. Through the IG account @the90sfestival, the organizers, both before the event, during the event, and even after the event was over, continued to convey content related to the event.

In addition, if the public wants to know more about the event, it can be accessed via the website <https://www.the90sfestival.com/>. The public can access various things about the



Source: Researcher Documentation, 2023

**Figure 3 Blackpink Concert Poster and Ticket Prices**

event, including purchasing tickets.

Besides marketing strategy, discussion could also lie in the accessibility. The event is held at Gambir Expo, Kemayoran, which is the center of Jakarta. This place is accessible from diverse modes, either by private or public transportation. Meanwhile, for public transportation, there is a Trans Jakarta bus route not far from the location. The organizers also informed the public about this through their IG account.

To make it easier for people to get accommodation, especially people from outside the area who want to watch The 90s Festival, the organizers are working with hotels located around the event location. The prices for staying at these hotels are Ibis Style Mangga Dua Square, Grand Dafam Ancol Jakarta, and

Holiday Inn & Suites Jakarta.

What the organizers offer about 90s music and the nuances surrounding that era makes it popular with many people, especially those who have memories of that era. Presenting live musicians and 90s music groups, both domestic and foreign, has attracted the interest of people from various circles, some even coming from abroad because of the presence of international music artists such as Mr. Big, Cardigans, Rick Price, and 911.

In addition, at the event location, the organizers also provide various snacks that can be purchased by visitors. In between the changes of musicians to other musicians, the audience can visit the culinary corner that serves traditional and western snacks. This is also an attraction for the community. Not to mention



the 90s knick-knacks that can also be purchased and enjoyed by the public.

Tourism Resources and Equipment Festival 90s is supported by professionals in similar events. Officers working in the field and online provide responsive services and solutions so that the public can access the desired destinations at the event properly. Alternative Tourism Communication Through Blackpink Concert

The Blackpink concert in Jakarta on March 11 and 12, 2023, in Figure 3 is the largest international concert in Indonesia after the COVID-19 pandemic that hit the world. The concert titled Born Pink World Tour was attended by over 70 thousand K-Pop music fans. The sensation of Bung Karno suddenly became a sea of pink because most of the audience who came to watch the concert wore pink clothes and other accessories for Blackpink fans, Blink, from all over Indonesia. The excitement of the concert was enjoyed by not only Indonesian Blinks but also several Blinks from neighboring countries, and Lisa successfully entertained Indonesian Blinks with hits, such as Pink Venom, Shut Down, Typa Girl, Ddu-ddu Ddu-du, Forever Young, How You Like That, Pretty Savage, and many more.

Tickets sold for this concert were quite expensive. The most expensive ticket, the VIP, was IDR 3,800,000. The cheapest ticket, CAT 4, was IDR 1,350,000. Even though the concert was held in March 2023, the ticket sales had reached 2,000,000 since November 2022. Tickets were sold through the third party, tiket.com. However, all ticket categories were sold

out in minutes. The price difference affected the audience's facilities. For VIP tickets, the audience could see Blackpink earlier or when Blackpink did a sound check. Besides, the distance between them and the singers was relatively close, so that they could feel closer to Blackpink. Also, they received some exclusive accessories. For Platinum, CAT 1, CAT 2, CAT 3, and CAT 4, tickets were distinguished based on the viewing distance.

After ticket sales were done, the next step was the concert. The concert at Gelora Bung Karno had attracted a lot of attention from fans, businessmen, and politicians. There are at least six opportunities for scientific collaboration from the aspect of concert activities, from the economic, political, social, cultural, globalization, and digitalization sides.

From an economic perspective, the presence of this concert adds economic value to stakeholders. The community can also get positive value from this activity. According to the author's monitoring before the concert began, tour and travel agents aggressively promoted the Blackpink concert, with tour packages to tourist attractions in Jakarta and Java. Another observation that the author made was that, ahead of the Blackpink concert, many micro, small, and medium enterprises (MSMEs) sold various knick-knacks needed for the concert, such as make-up services for Blinks who want to look different, bag or suitcase storage services, photocard sellers, IDs, fans, coffee, t-shirts and so on. The concert was also enlivened with various disciplines, especially



Communication Sciences, following the trend of sports tourism developed by the government some time ago in Mandalika. Concert tourism can be an alternative business opportunity for the future.

In terms of politics, some use the concert for actualization, such as political parties that distribute concert tickets or posts by political figures on social media related to Blackpink to get attention from the Philippines, which is where Blackpink's hit music titled Kill this Love was played, and supporters of the presidential candidates immediately sang the song together. Moreover, Indonesia is entering the political year of 2024. Each presidential candidate would design a precise strategy to win the presidential election. Concerts and political campaigns are interesting studies to be developed from a scientific and strategic perspective, especially in communication sciences. New phenomena from the perspective of political communication through concerts can increase insight and develop knowledge.

From a social perspective, it can be a concern for all of us. The author estimates that the term "I watch a concert, therefore I exist" will become a trend in 2023 until next year. This is supported by the decreasing number of COVID-19 cases. Case 19 in Indonesia, various aspects of life are starting to move rapidly in various fields, making international concerts a trend in the future. This trend can also be a new social problem. For example, buying tickets for international concerts is certainly not cheap. Competing to buy the tickets, various efforts

are made to get the tickets. Furthermore, the emergence of social and lifestyle gaps will be a favorite if this becomes a discussion in various disciplines.

From the globalization side, international concerts held in Indonesia could improve Indonesia's image and reputation in organizing other international activities. This will have a positive impact on Indonesia in the eyes of the world, such as the 2018 Asian Games, the MotoGP in Mandalika, the G20 in Bali, and other international events that have made Indonesia proud as a big country. The attention of the whole world will focus on Indonesia. Indonesia will be an example for other countries in organizing major events in the discipline of science, especially communication science, in organizing events. This will also lead to cooperation between educational institutions and various parties in developing knowledge and experience in organizing this event.

In terms of digitalization, reflecting on the Blackpink concert, many things can be observed about digitalization. One of them is the Blink frenzy with football fans on social media that appeared on social media. The concert had postponed a major football event in Indonesia until it sparked debate. The concert at Gelora Bung Karno attracted a lot of attention from fans, businessmen, and politicians, at least six opportunities for scientific collaboration in concert activities, from the aspects of economy, politics, social, culture, globalization, and digitalization.

It is very important to include clear

and concrete data from interviews with key informants. The interview results describe findings relevant to the focus of the research, which can support the main argument about the development of the creative economy through concerts. For example, an interview with an event organizer stated that, "Concerts, such as Blackpink and the 90s Festival, have attracted tourists from outside the city and even abroad, which has accelerated the flow of the local economy, such as transportation and accommodation." Therefore, besides being profitable within entertainment, concerts can also drive the creative economy and tourism. Local businesses, such as restaurant and hotel owners around the concert area, reported that they experienced a significant increase in income during the music event. A businessman said, "The increase in the number of visitors during the concert directly affects our turnover, with visitors spending more time and money around the event." Some visitors highlighted that they chose to travel to the concert because it was an opportunity to experience local culture and experiences beyond music. Concerts can increase tourists' interest in local culture and introduce alternative tourism.

According to Bungin (2015), tourism communication theory explains that communication media have a very important role in building the image of a tourist destination. Music as an element of local culture can be used to introduce tourist destinations to a global audience. Concerts, such as those held by Blackpink and the 90s Festival, become a

destination marketing strategy that can attract tourists. Correspondingly, Meng (2024) noted that the music-based tourism communication function is to introduce a place through the emotional experience offered by music, creating a deep impression on visitors that increases tourists' interest in returning.

The music industry is part of the creative economy that can create added value in the form of products and commercially. Through concerts, such as those held in Jakarta, it can be seen how the Indonesian music subsector can have a major economic impact. For example, the increase in the number of visitors who come to attend concerts also increases opportunities for related sectors, such as hospitality, culinary, and transportation, to develop. Hastuti (2020) also stated that the music industry has great potential to drive the local economy by creating new jobs for MSMEs who provide various products related to music events.

In the digital era, social media can effectively promote tourism and concerts. Paramita et al. (2023) showed that digital platforms such as Instagram and TikTok serve to disseminate information, build fan communities, and increase exposure to music events. As in the case of the Blackpink concert, intense promotion on social media could reach an international audience, introducing Indonesia as a destination capable of hosting international-scale events. It positively raises Indonesia's image in the eyes of the world. Watajdid et al. (2021) also added that audience engagement on social media has a major impact on increasing

the audience's desire to attend these concerts, and it encourages more tourists to visit.

## CONCLUSION

The development of the creative economy through an integrated concert approach with tourism communication has great potential to drive local economic growth. The synergy between the music, tourism, and communication sectors creates opportunities to present unique and value-added tourism experiences. Through concerts as a promotional tool, tourist destinations can become more attractive and competitive in the global market.

Concerts at tourist locations can increase the appeal of the destination. Such events not only provide entertainment but also attract local and international tourists. The presence of concerts in places of historical value or natural beauty, for example, can provide a memorable experience and encourage repeat visits.

In addition, the use of traditional or modern musical elements that reflect the richness of local culture in concerts can help strengthen cultural identity. This not only promotes cultural heritage but also builds an authentic destination image in the eyes of visitors.

Concert activities also have a broad economic impact, especially through the economic multiplier effect. Supporting sectors such as hospitality, culinary, transportation, and handicrafts will benefit from the increasing number of tourists. Thus, concerts can be a catalyst for local economic growth.

The use of social media and digital platforms in promoting concerts is also an important strategy. Concerts packaged attractively and promoted through digital channels can reach a wider audience. To achieve optimal results, close collaboration between the government, creative business actors, local communities, and the private sector is required. By working together, all parties can ensure the sustainability and positive impact of this strategy.

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