

## Tourism communication strategy for economic growth through music concerts

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### ABSTRACT

This research is urgent because international music concerts are now recognized as economic drivers, not just entertainment, as the Indonesian music industry shows signs of recovery following the pandemic. Further development will test the music concert tourism communication model derived from previous research to validate its potential. The purpose of this research is to determine how the Music Concert Tourism Communication Model can be applied to Indonesian society. The theoretical approach used in this research is the music concert tourism communication model. The method employed is a qualitative approach, utilizing a case study method that involves data collection techniques such as focus group discussions and descriptive surveys. The results show that the micro, meso, and macro elements of the music concert tourism communication model are important factors in improving the economic sector. The Merdekafest concert successfully attracted thousands of domestic and international tourists, resulting in a surge in demand for accommodation, transportation, culinary, and retail services. Local business actors were involved in the event's supply chain, from logistics to merchandise sales and distribution. However, other factors, such as terrorist threats and pandemics, can hinder this model, necessitating the implementation of tourism protocols in such cases. By mastering communication mechanisms, future international music concerts can make a more significant contribution to economic progress. The implications of this study provide valuable insights to inform government plans for investing in the music industry, particularly international music concerts, and offer hope for the industry's recovery.

**Keywords:** Music concert; model; tourism; economic growth; tourism communication strategy

### *Strategi komunikasi pariwisata untuk pertumbuhan ekonomi melalui konser musik*

#### ABSTRAK

*Penelitian ini mendesak karena konser musik internasional kini dipandang sebagai pendorong ekonomi, bukan sekadar hiburan, mengingat industri musik Indonesia menunjukkan tanda pemulihan pasca-pandemi. Pengembangan lebih lanjut akan menguji model komunikasi pariwisata konser musik yang telah diturunkan dari penelitian sebelumnya untuk memvalidasi potensinya. Tujuan penelitian ini adalah untuk mengetahui bagaimana Model Komunikasi Wisata Konser Musik dapat diterapkan pada masyarakat Indonesia. Pendekatan teoritis yang digunakan dalam penelitian ini adalah model komunikasi wisata konser musik. Metode yang digunakan adalah pendekatan kualitatif dengan metode studi kasus yang melibatkan teknik pengumpulan data seperti diskusi kelompok terarah (focus group discussion) dan survei deskriptif. Hasil penelitian menunjukkan bahwa elemen mikro, meso, dan makro dari model komunikasi wisata konser musik merupakan faktor penting dalam meningkatkan sektor perekonomian. Merdekafest berhasil menarik ribuan wisatawan domestik dan internasional, lonjakan permintaan terhadap layanan akomodasi, transportasi, kuliner, dan sektor ritel. Keterlibatan pelaku usaha lokal dalam rantai pasok acara, mulai dari penyediaan logistik hingga penjualan merchandise. Namun faktor lain seperti ancaman teroris dan pandemi, dapat menghalang model tersebut sehingga perlu adanya protokol pariwisata jika terjadi hal tersebut. Dengan menguasai mekanisme komunikasi, konser musik internasional di masa mendatang dapat berkontribusi lebih signifikan terhadap kemajuan ekonomi. Implikasi dari studi ini memberikan wawasan berharga untuk menginformasikan rencana pemerintah dalam berinvestasi di industri musik, khususnya konser musik internasional, dan menawarkan harapan bagi pemulihan industri.*

**Kata-kata kunci:** Konser musik; model; pariwisata; pertumbuhan ekonomi; strategi komunikasi pariwisata

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## INTRODUCTION

Tourism is a rapidly growing economic sector, and over the last decade, large-scale music concerts have emerged as a significant attraction, contributing to the economic growth of destinations. These music events not only entertain but also attract domestic and international tourists, creating economic opportunities through increased consumption, accommodation, and other related activities. In Indonesia, the potential of music concerts to boost the economy is increasingly recognized, particularly with the growing presence of festivals that garner widespread attention. One prominent example is Merdekafest, a music event held to celebrate Indonesia's independence. Merdekafest is designed as a comprehensive festival, featuring a lineup of renowned musicians and various supporting activities aimed at providing a holistic experience for visitors, making it more than just a music concert but a strategic tourism event.

The success of Merdekafest in attracting thousands of visitors and creating a positive economic impact in Indonesia, particularly in destinations like Bali (if relevant, please add here if Merdekafest is held in Bali), depends heavily on the effectiveness of its communication strategy. A well-thought-out communication strategy for organizing

Merdekafest plays a crucial role in shaping the event's image, targeting the right audience, and conveying the value proposition to potential tourists. By understanding and optimizing the tourism communication elements integrated into Merdekafest, the potential of this music concert can be maximized to drive more significant economic growth at the local and national levels.

Concert-based tourism has been recognized as a vital instrument for global economic growth; however, in-depth studies on the effectiveness of communication strategies in the Indonesian context, particularly in major tourism destinations like Bali, remain limited and have not been integrated with local data. The research problem arises from the gap between the potential of international music concerts and the limited understanding of how specific communication strategies can optimize economic contributions in Indonesia, which often rely solely on foreign studies without contextual analysis. Therefore, this research focuses on Merdekafest in Bali as a case study to examine in depth how tourism communication strategies implemented in the event can drive local economic growth, and how findings from previous general studies can be linked and validated in the unique context of Merdekafest in Indonesia. By identifying this gap, this study aims to provide insights supported by local

data regarding the crucial role of music concert communication strategies in advancing the Indonesian economy.

International music concerts not only offer entertainment experiences but also have significant potential to drive local and national economic growth (van der Hoeven & Hitters, 2023), as well as build a positive image of a country in the eyes of the world.

Organizing international music concerts involves a complex value chain, from planning and promotion to implementation and post-event management. In each of these stages, communication plays a crucial role. Effective and strategic communication is crucial for reaching a broad audience, both domestically and internationally, attracting tourists, and ensuring a positive experience for all stakeholders. More than just conveying information, communication in this context also includes efforts to build narratives, create positive associations, and manage public perception of the event, city, and host country (Aulia et al., 2025).

The economic development that can arise from organizing international music concerts is diverse, ranging from increasing direct income from ticket sales, accommodations, transportation, and culinary services to the potential for enhancing local people's purchasing power due to increased circulation

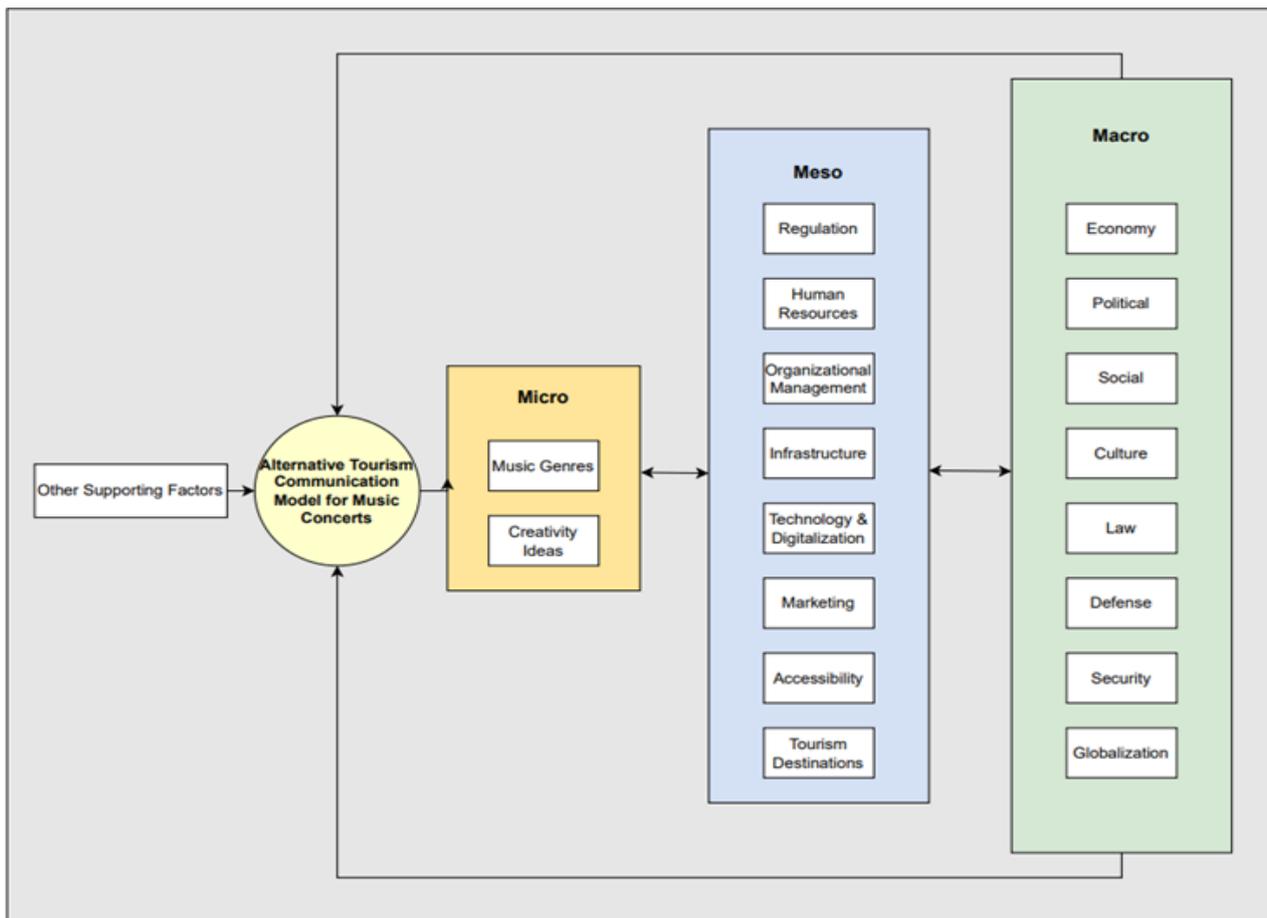
of funds. Additionally, international music concerts can catalyze the development of the creative industry, job creation, and investment in the tourism and entertainment sectors.

On the other hand, hosting a successful international music concert also significantly contributes to the formation and strengthening of a country's image. Such as research on Slovenian folk pop music, which can become a nation-building strategy through heritage and popular culture (Šepetavc & Majsova, 2024).

The communication model of music concert tourism can be the key to the success of organizing international concerts in a country. This model was obtained from previous research related to Creative economy development strategy through communication in the Alternative tourism of a concert (Aulia et al., 2025).

The Music Concert Tourism Communication Model is divided into three parts, namely Micro, Meso, and Macro. The micro part looks more at the context of the material that will be the basis for developing the model, namely music genres and creative ideas, which will be explained as follows.

Music genres generally refer to categories of music characterized by specific styles, rhythms, structures, and themes. Genres are also classifications of music based on similar elements, making it easier for listeners to



Source: Research, 2024

**Figure 1: Music Concert Tourism Communication Model**

find and enjoy types of music. Music genres encompass various streams, including Classical Music, Jazz, Country, Rock, Pop, Blues, Reggae, and Hip-Hop (Sigalingging, 2024).

Creative ideas refer to new ideas or thoughts that emerge from innovative and imaginative thinking processes. Creative ideas are often generated from observation, experience, or reflection to solve specific problems. Such as research conducted in Yogyakarta. The emergence of the internet and music technology devices has also increasingly created various styles and forms of composers' works (Setiawan, 2024).

The Messo section consists of Regulation, Human Resources, Organizational Management, Infrastructure, Technology and Digitalization, Marketing, Accessibility, and Tourism Destinations, which will be explained as follows. When designing tourism facilities, a legal framework is necessary to protect and regulate all components involved in the process. This increased concentration correlates with higher prices for fans, greater production, lower risk-taking by promoters, and more homogeneous offerings, indicating monopolistic behavior. Implications for theory and policy makers are discussed further (Dubois

et al., 2025). Meanwhile, in designing tourism facilities, a legal framework is important to protect and regulate all parties involved.

**Human Resources (HR):** in this section, it is essential to develop education, with good HR as the driving force for the development of alternative tourism. For example, research that examines the important role of human resource management (HRM) in Uzbekistan's tourism sector. The study found that the absence of HRM leads to low profitability in the sector. Therefore, developing a structured HRM is essential to harness Uzbekistan's tourism potential for socio-economic progress (Khurana & Ataniyazova, 2024). HR plays a crucial role in gaining international trust in Indonesia for organizing international music concerts.

**Organizational Management:** As a follow-up to HR development, healthy organizational management is hoped to encourage the development of alternative tourism for music concerts. Knowledge Management to create a sustainable tourism and hospitality supply chain. This study shows that KM is critical to the industry's adaptation to change, as well as facilitating information exchange among stakeholders to increase profitability and resilience (Deb et al., 2024).

**Infrastructure** refers to the current and built facilities to make people easier to visit tourist destinations, such as music concerts. Research

on Gilgit-Baltistan shows that infrastructure and tourism development are transforming indigenous livelihoods but also creating drought challenges. Maintaining orderly tourism management for economic, cultural and environmental balance (Hussain et al., 2024).

**Technology and Digitalization** are two concepts closely related to each other. Research into the evolution of technology in tourism, up to Horizon 2050, identifies key milestones, including commercial aviation, the internet, and AI, that have reshaped the sector. Future trends indicate even greater change due to new technologies, with sustainability, ethics, and inclusivity being key considerations (Chon & Hao, 2025).

A previous study examined the influence of Instagram hashtags on increasing audience engagement at three music concerts in Indonesia, finding that #coldplayjakarta led in virality and engagement. These results demonstrate how online activity, particularly the use of hashtags, is key to building fan communities and reflects the concept of a networked society in the digital age (Paramita et al., 2023).

**Marketing** is a series of activities and strategies used to promote tourism destinations, services, and products related to the tourism industry. Many studies have explained the importance of marketing in tourism, such as a study on the theme of Local Events Marketing

Mix Effect on Visit Intentions: Destination Image as a Mediator. This article finds that the managerial implications for improving marketing and promotion strategies have a positive impact. Local events can enhance the image of tourism destinations and influence visitor intentions and can also serve as a form of tourism recovery (Abou-Shouk et al., 2024). Marketing concepts always follow the times. Research on the Metaverse has the potential to transform the tourism industry, influencing marketing and tourist behavior, particularly among Gen Z, who are drawn to virtual experiences due to their social and entertaining aspects. Marketing is important in tourism (Kılıçarslan et al., 2025).

Accessibility is the ease of accessing tourist destinations. This study found a substantial improvement in the technical accessibility of tourism websites compared to that described in previous studies. There was no improvement in the content of information on accessibility and disability, which is still very heterogeneous and scattered. Accessibility is crucial in tourism, particularly for music concerts (Domínguez Vila et al., 2024).

Tourism destinations are places that tourists visit. Tourism destinations typically encompass natural beauty, cultural heritage, entertainment attractions, recreational facilities, adventure, ecotourism, and alternative tourism,

such as concerts. Previous research on tourism destinations, the Communication Strategy at the Department of Culture and Tourism in Promoting Tourism Objects in Banggai Regency describe that internal and external factors can be utilized as new tourism objects based on environmental sustainability or green investment, and the use of innovative media which makes this part important (Tunggala & Saadjad, 2019). Research on Innovative Strategies for Tourism Destination Branding emphasizes the importance of sustainable and innovative tourism destination branding for competitiveness. The study identifies environmental, technological, health, and responsible tourism challenges, as well as digital, cultural, and other factors that influence future branding strategies (Aman et al., 2024).

The Macro section consists of Economy, Politics, Social, Culture, Law, Defense, Security, and Globalization, which will be explained as follows. The economic component, a pivotal element in the growth and development of the tourism industry, is the result of collaboration between various economic sectors. Its broad impact on society and the environment underscores its crucial role in laying the foundation for the industry's growth and societal welfare. The significance of this component cannot be overstated, as it forms the backbone of the industry's prosperity

and societal benefits. Notably, research on the globalization of tourism, such as 'The Impact of the Sharing Economy as an Ecosystem on the Tourism Sector, has yielded diverse perspectives on the economy's role in the sector (Valentinas et al., 2021).

The Political Component, encompassing policies, regulations, and the influence of government or political institutions, is a key factor in tourism development. Its influence is profound, shaping the management, regulation, and promotion of tourism. This research highlights the significant impact of freedom of expression on increasing tourist arrivals, particularly in low-income countries, while political instability hinders tourism development. Policymakers should prioritize freedom of expression and stability to encourage tourism. This research suggests that political situations have an impact on tourism (Uzar & Yilmaz, 2025).

The Social Component includes aspects related to social interaction, culture, and the influence of tourism on society. Components not only impact the economy but also the community's social structure, culture, and daily life. The results of this study aim to determine the social, cultural, economic, and environmental impacts of tourism on local communities, particularly those residing in Manavgat, Turkey. Tourism activities have a positive impact on

socio-cultural, economic, and environmental components. However, it also hurts satisfaction with tourism development (Uslu et al., 2020).

Cultural components are related to community traditions, values, arts, and cultural identities. This component is essential because tourism is often closely related to the cultural experiences offered to tourists. Several studies related to culture in tourism have been conducted, including The Moderator Role of Culture in the Relationship between Destination Brand Equity and Travel Intention. This research aims to determine the influence of tourism destination brand value on travel intention and the role of cross-cultural moderators in Turkey (Ergün et al., 2022).

The Legal Component, which encompasses regulations, rules, and legal provisions governing the tourism industry, is a cornerstone of responsible, fair, and sustainable industry management. Its role in ensuring fair and responsible industry management is paramount, as it governs key elements such as tourism regulations, business permits and licenses, consumer protection, environmental protection, safety, public health, transportation regulations, land ownership and use, and the impact of international law.

The security component includes various aspects that protect tourists, industry players, and tourist locations from threats. Some of

the main elements include physical security, location security, monitoring and surveillance systems, transportation security, terrorism prevention, information and education, emergency and crisis response, data protection and cybersecurity, as well as the implementation of international security standards for tourism.

The Globalization component in tourism is related to the interaction and integration between countries and cultures worldwide, as well as its impact on the tourism industry. Globalization has significantly changed how people travel, interact, and experience tourism. This component has a broad impact, both positive and negative.

## RESEARCH METHOD

The approach adopted in this study is qualitative, and the method used is a case study. The case study method in research focuses on an in-depth analysis of one or more specific cases to understand how music concert tourism communication strategies operate and influence economic growth. From the perspective of music concert observers, researchers can use participant or non-participatory observation techniques to capture the audience's experience directly, observing how communication elements (promotion, branding, on-site interactions) influence the audience's concert experience, including their

enthusiasm, satisfaction, and interaction with various aspects of the event. Observers can note how these positive experiences, influenced by effective communication strategies, then potentially lead to increased tourist spending (e.g., on accommodation, culinary delights, souvenirs) and word-of-mouth promotion, which collectively contribute to the economic development of the destination. Thus, this case study enables a comprehensive understanding of how well-designed communication strategies in music concerts can create satisfying audience experiences, which in turn catalyze economic growth through increased tourism activity and consumption.

This research will employ a qualitative approach, utilizing a case study method, to analyze the Merdeka Fest 2024 Tourism Communication Strategy in Bali and examine its impact on economic growth. The primary data collection techniques include participant observation and focus group discussions (FGDs). Observations will allow researchers to directly observe the implementation of the communication strategy in the field, including the event atmosphere, audience interactions, and promotional activities. Meanwhile, the FGD session was conducted with concertgoers.

The Case Study Method, employed in this study, comprehensively analyzes communication phenomena through four stages: the foundation

stage, the pre-field stage, the field stage, and the report stage (Rashid et al., 2019). The case study method is recognized as a relevant research approach in tourism development, with research specifically developing it as the primary method for investigation in this domain (Çakar & Aykol, 2021). In the foundational phase, this research will explore previous research findings and then design several theme classifications. The pre-field phase of this research, characterized by its thoroughness, will gather information from observations and interviews. The field performance was held at Garuda Wisnu Kencana, Bali, on August 13-17, 2024, in conjunction with the significant Merdekafest concert, which provides a unique opportunity for data collection.

The Focus Group Discussion (FGD) in this section focused on six concertgoers across genres who have attended at least three concerts annually, both nationally and internationally. The FGD was held on November 4, 2024. This research report phase will produce research outputs by the planned targets. In conducting Focus Group Discussion (FGD) activities, it is essential to pay attention to several components, such as directing participants, providing an introduction, moderating the course of the group discussion, and providing suggestions and conclusions so that strategies can synergistically strengthen each other's

themes (Sim & Waterfield, 2019).

The focus group discussion (FGD) methodology is a qualitative approach commonly used in conservation research to gain an in-depth understanding of social issues from a purposefully selected group of individuals. Despite its widespread application, there has been no critical assessment of this technique, nor is there widely available guidance for conservation researchers (O.Nyumba et al., 2018). Focus group discussions are often used as a qualitative approach to gain an in-depth understanding of social issues. The data analysis focused on the components of the Music Concert Tourism Communication Model, derived from the discussion.

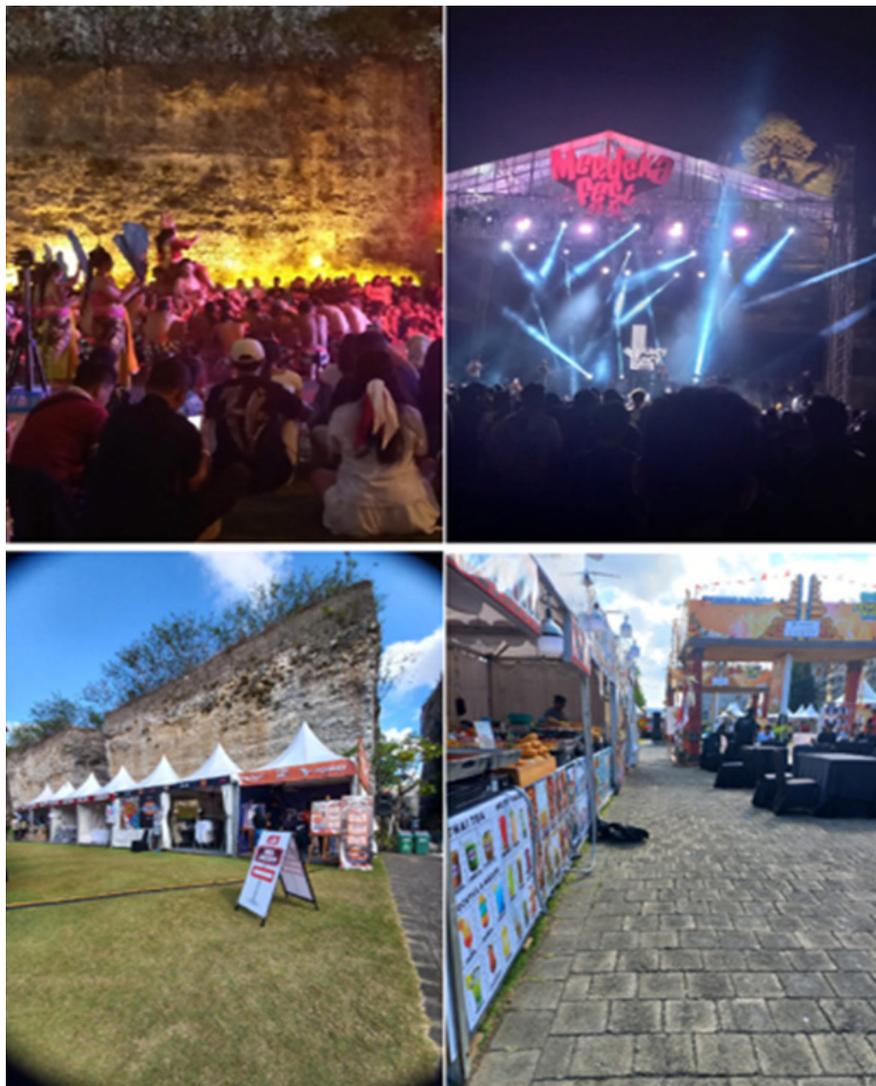
## RESULTS AND DISCUSSION

The results and discussion section will be divided into two parts: a summary of Merdekafest 2024 activities and the analysis results. Merdekafest Concert 2024, connection with Indonesia's Independence Day, local event organizers Dipta Komunika and ASA Kreasi hosted Merdeka Fest at Garuda Wisnu Kencana (GWK) in Bali from August 13 to 17, 2024. In addition, to presenting various local musicians, this event also held a running event, namely Merdeka Bermusik and Merdeka Berlari. The event, which concluded with a performance

by the music group SLANK and a fireworks display, drew more than 12,000 visitors. Since the afternoon, visitors have crowded the GWK Cultural Park area (GWK Cultural Park, 2024).

Explanation related to micro models with field results. **Music Genre**, in a music concert-based tourism communication model, music genre assumes a strategic role in audience segmentation, event identity formation, and promotional strategies. The selection of the right genre can attract specific

tourism market segments, such as indie music fans seeking authentic experiences or pop music fans interested in mass entertainment. The effectiveness of music concert tourism communication is primarily determined by the ability to align the genre offered with the target audience's preferences, create a clear value proposition, and communicate the promised experience through relevant channels. This underscores that music genre is not just an artistic category, but a strategic tool that facilitates



Source: Researcher documentation, 2024

**Figure 2 Merdekafest Concert**

information exchange and value creation in the entertainment-based tourism industry. The 2024 Merdekafest Concert, for instance, combined pop concerts with traditional Balinese dances, a key feature of the music genre that strategically catered to a diverse audience.

**Creative Ideas**, in a music concert-based tourism communication model, creative ideas act as a catalyst, elevating the event concept into an inspiring and memorable experience for tourists. By crafting creative ideas that resonate with the aspirations of the target tourism market and the unique characteristics of the destination, concert organizers can build a robust value proposition, stimulate word-of-mouth, and ultimately, drive successful audience participation and satisfaction. A compelling, creative idea can generate added value not just from the artist's performance but also from the overall experience offered by the concert. This can manifest in the form of on-site art installations, interactive zones, or creatively designed exclusive merchandise. Amid the music concert boom, creative ideas are instrumental in setting one concert apart from the rest. Concerts with strong creative elements are more easily recognized, remembered, and discussed by audiences, thereby creating a competitive edge.

Explanation related to meso models with field results. **Regulation**, in a music

concert-based tourism communication model, regulations serve as an operational framework, ensuring the smooth running of events and influencing audience perceptions, as well as the sustainability of the destination's appeal. Scientifically, regulations, which include permits, safety standards, and environmental requirements, create a safe and organized environment, directly contributing to a positive consumer experience and reduced operational risk (Getz & Page, 2019). Regulations play a pivotal role in the success of a concert, particularly a festival of the scale of Merdekafest 2024 in a globally renowned tourism destination like Bali. The organizer's ability to navigate the regulatory landscape is not just a formality but a key determinant of audience perceptions, operational efficiency, and the event's long-term sustainability (Getz & Page, 2019). Therefore, in the context of Merdekafest 2024 in Bali, regulations are not just a supporting factor but a crucial foundation. They are the backbone of event's success. Failure to comply with regulations can derail all creative and marketing efforts. At the same time, meticulous compliance will build trust, ensure smooth operations, enhance the visitor experience, and support the festival's sustainability and Bali's tourism image.

The six informants preferred music in the genres of Electronic Dance Music (EDM), Pop,

Pop Rock, Black R&B, Top 40 Pop, K-Pop, Classical, Pop & Koplo music. They agreed that music genre is important in developing creative ideas.

The concert was terrific because I immediately felt the concert vibes with other was very impressive (Informant 1, Interview, November 16, 2024).

From the ticket battle to the concert day itself, it was a struggle. But since this was my biggest wishlist, I'd try anything (as long as it was within my means) (Informant 2, Interview, November 16, 2024).

Human Resources (HR): In a music concert-based tourism communication model, HR plays a unique and pivotal role. They are the implementers who transform visions, strategies, and creative ideas into tangible experiences for audiences. The quality, competence, and dedication of HR at every stage (planning, promotion, implementation, and evaluation) are crucial to the success of communication and the achievement of tourism objectives. Effective HR bridges the gap between organizers and audiences, ensuring messages are conveyed, experiences are realized, and goals are achieved. HR excellence encompasses both technical (event management, marketing, logistics) and interpersonal (communication, service, leadership) skills, enabling them to anticipate audience needs, respond to challenges, and create a positive atmosphere. The Importance of HR in Merdekafest 2024 in Bali. Operational Implementation & Visitor Experience.

Competent HR in event management, logistics, security, and customer service is the backbone of a successful concert operation. Smooth execution and positive staff interactions directly shape audience perceptions of the festival. Research on customer disrespectful behavior on digital marketing platforms and social media in Zimbabwe found that it negatively impacts the reputation of agritourism businesses, reduces customer trust, and hinders business growth. This research demonstrates that economic factors can have a significant influence on behavior and resource allocation (Mutongi et al., 2025). **Reputation & Crisis Management** A human resources team trained in crisis management is not just a precaution, but a pillar of the festival's safety and security. Their role is essential for effectively handling incidents, maintaining the festival's image, and building audience trust through prompt and transparent communication.

I think Indonesia is still a potential country for holding international concerts, but we have to pay attention to human resources (Informant 3, Interview, November 16, 2024).

Organizational Management. In a music concert-based tourism communication model, Organizational Management acts as the architect, designing, implementing, and overseeing all structures and processes that enable effective event delivery and cohesive

communication. The effectiveness of a concert's tourism communication depends heavily on management's ability to align various functions and departments (e.g., marketing, operations, logistics, security, finance), ensure a smooth flow of information between units, and foster a collaborative work culture. This collaborative work culture makes every individual feel valued and integral to the event's success. Strong organizational management not only minimizes operational and financial risks but also directly impacts the quality of the audience experience and the festival's positive image, which are crucial for attracting and retaining the tourism market segment.

The success of a large-scale festival like Merdekafest 2024 in an international tourism destination like Bali depends heavily on the organizer's ability to manage the complexities of operations, logistics, marketing, and finance in an integrated and efficient manner. Organizational Management provides a systematic framework for achieving this. Scientifically, effective event management is a key predictor of event success, as it impacts everything from attraction to visitor satisfaction.

Promoters should support alternative accommodation, transportation, and parking for the comfort of audiences who come to concerts (Informant 4, Interview, November 16, 2024).

Infrastructure is the vital physical and

logistical foundation for concert-based tourism communications. Its availability and quality, including transportation (accessibility), accommodation, basic facilities (electricity, telecommunications), and concert venues, directly shape the perceived value, audience experience, and the image of the festival and destination (Horner & Swarbrooke, 2016). Adequate infrastructure facilitates movement, comfort, and safety, which are crucial for effective tourism communications. It plays a significant role in shaping the image of the festival and the destination, while its failure can hinder access and damage the image. The Importance of Infrastructure for Merdekafest 2024 in Bali. Audience Accessibility & Mobility. Good transportation infrastructure (airports, roads, local transportation) is crucial for facilitating the arrival and movement of tourists to Bali and the venue. Transportation barriers can reduce visitor numbers and lead to dissatisfaction.

Visitor Comfort & Experience. Basic facilities at the venue (stage, audio-visual, sanitation, electricity, telecommunications) directly impact audience comfort. Positive experiences drive word-of-mouth and a positive image of the festival and Bali. This emphasis on the positive image should make the audience feel proud and invested in the event's success. Accommodation Capacity &

Support Services. The availability and quality of accommodation and support services are crucial for accommodating the surge in tourists and ensuring they are well-served. **Operational Support: Infrastructure**, such as a reliable electricity supply and proper waste management, is crucial for the smooth technical operations of a concert.

Scientifically, infrastructure is a key pillar of tourism. For Merdekafest 2024 in Bali, adequate infrastructure not only facilitates visitor movement and comfort but also significantly impacts audience perception and the festival's success. It reflects Bali's readiness to host international events, thereby enhancing the festival's image and appeal.

Technology and digitalization are key enablers in music concert tourism communications, transforming the production, distribution, and consumption of information, as well as the design of concert experiences. Their strategic use increases operational efficiency, marketing effectiveness, perceived value, audience engagement, and the potential for event success. **The Importance of Technology and Digitalization for Merdekafest 2024 in Bali.**

**Broad Audience Reach & Segmentation.** Digital platforms are vital for reaching potential domestic and international audiences, targeting specific demographics, and building event buzz, providing a global competitive advantage.

**Enhanced Visitor Experience** Technology (festival apps, digital ticketing, AR, and post-event content) enriches the experience before, during, and after the concert, thereby enhancing satisfaction and creating lasting memories.

**Operational & Marketing Efficiency.** Digitalization automates processes (such as ticket sales and audience data), and data analytics provides insights for strategy optimization, thereby increasing operational and marketing efficiency.

**Personalization & Interaction.** Technology enables personalized messages and experiences, as well as two-way interactions through social media to build community and audience loyalty.

**Bali Destination Promotion & Image,** utilizing digital technology promotes Merdekafest 2024 and Bali as a modern tourism destination capable of hosting world-class events.

A previous study on technology and digitalization examined the motivations for international tourism collaboration in the Greater Malang area, Indonesia, by conducting interviews with 30 informants from various sectors. The results indicate that, despite the implementation of digital collaboration efforts, the communication network for international tourism collaboration in Greater Malang remains suboptimal. However, this study highlights the significant potential of Greater Malang DMOs to improve the quality

of international tourism in the future through more integrated collaborative efforts (Nirwana et al., 2024). Furthermore, technology research is also being conducted. This study evaluated the effectiveness of Virtual Reality (VR) in Alamendah Tourism Village, Bandung, finding that the quality of the VR system significantly enhanced the perception of immersion and authenticity, leading to tourist satisfaction and intention to visit. In conclusion, investing in high-quality VR technology and authentic content is crucial for tourism village managers to increase tourist engagement and satisfaction, as well as serve as a strategic tool for long-term loyalty (Sobarna et al., 2024). From the two studies above, digitalization and technology are important factors in tourism implementation.

From ticket purchases, there may still be many ticket scalpers, tickets are always sold out in a matter of minutes, ticket purchase tax is reduced, concert location (Informant 5, Interview, November 16, 2024).

K Pop concert ticket war experience, information from agencies, group members themselves and news on social media (Informant 6, Interview, November 16, 2024).

For Merdekafest 2024 in Bali, effective use of digital technology in communications and operations will be a key determinant in attracting a global audience, creating unforgettable experiences, and achieving festival success.

Marketing in the music concert-based tourism communication model, marketing

serves as an integrated strategy designed to identify, attract, and serve potential tourism audiences, as well as build post-event loyalty. Scientifically, practical marketing activities in this context include market research to understand audience preferences, developing a unique value proposition, selecting the right promotional mix (advertising, sales promotions, public relations, digital marketing), and competitive pricing, all aimed at creating awareness, interest, and ultimately purchasing decision. For Merdekafest 2024 in Bali, marketing is a crucial factor due to its ability to segment the diverse tourism market, communicate the uniqueness of the festival and Bali's attractions, drive ticket sales, and build a sustainable, positive image. This directly contributes to the achievement of visitor targets and the financial success and reputation of the festival, inspiring us to strive for excellence in our marketing efforts.

Tickets are expensive as long as they are of good quality in terms of comfort and not being noisy (Informant 1, Interview, November 16, 2024).

The Merdeka Fest event was heavily promoted on social media. In addition to GWK itself, the event organizers also utilized social media to promote the event several months in advance. Through the Instagram account @merdekafest2024, the committee provided information on the program schedule and ticket

purchase information.

Accessibility in a music concert-based tourism communication model, accessibility refers to the ease with which tourism audiences can access information, purchase tickets, reach the venue, and enjoy the entire event, all of which synergistically influence their perceived value and satisfaction. Research in Europe has shown that accessibility plays a crucial role. This study examines accessible European tourism as a key to quality, social equity, and competitiveness. Identifying key elements of tourist accessibility, the study recommends enhanced legislation, expert consultation, information exchange, and increased public awareness. The use of AI and better budgeting are also suggested for improvement (Rodríguez Guillén et al., 2025). This commitment ensures that all stakeholders, including those with diverse needs, are well-informed and connected. On the @merdekafest2024 Instagram account, the committee also provides information on how to purchase tickets, a map to the location, and opening times of the entrance gates, as well as other related details.

Tourism destinations in the music concert-based tourism communication model tourism destinations offer a unique set of attributes—such as natural and cultural attractions, supporting infrastructure, destination brand image, and authentic experiences like traditional Balinese

performances, local cuisine, and cultural workshops—that interact with concert elements to create a comprehensive value proposition for tourists.

The concert in Bali was already lively, the storyline potential as a new tourism destination (Informant 2, Interview, November 16, 2024).

Therefore, tourism destinations are a crucial factor in the success of Merdekafest 2024 in Bali, as Bali's image as a global tourism destination renowned for its natural beauty, unique culture, and established tourism infrastructure inherently enhances the festival's appeal, facilitates the arrival of domestic and international tourists, and allows organizers to integrate local cultural elements into the concert experience, thereby creating significant added value and strengthening the event's success. The event location, Garuda Wisnu Kencana (GWK) Cultural Park, is a 60-hectare cultural park located in Ungasan, Badung Regency, approximately 10-15 minutes from Ngurah Rai International Airport. Since 2012, under the management of PT Alam Sutera Realty Tbk, GWK has undergone various facility upgrades. Improvements to the facilities and infrastructure in the main GWK Cultural Park area, including Plaza Wisnu, Lotus Pond, Festival Park, Amphitheater, Indraloka Park, Tirta Agung, and others, have been made to enhance visitor comfort.

GWK Cultural Park, as event location, is not just a venue, but a place of cultural significance. Cliffs surround the park, featuring a stunning backdrop that includes a statue of Lord Vishnu, which adds a sense of reverence to the music stage. In addition, the park offers a range of shopping venues, adding to the overall experience for our visitors.

Explanation related to macro models with field results. A music concert-based tourism communication model can be derived from a broader communication framework, incorporating specific dimensions relevant to the organization and promotion of music concerts as tourism attractions. Economic, political, social, cultural, legal, defense, security, and globalization factors are important lenses for analyzing the ecosystem in which music concerts operate as tourism products.

**Economy: Promotion and Investment** Communications should emphasize the significant economic benefits of concerts, including increased regional income, job creation, and investment opportunities for related sectors. This will instill a sense of optimism and motivation in the audience. Promotional messages should accentuate the promising return on investment for sponsors and the positive impact on the local economy. **Price and Accessibility.** Communication strategies should consider setting ticket prices appropriate

to the purchasing power of the target audience, as well as offering tourism packages that integrate concerts with other tourism experiences. **Long-Term Economic Impact:** Communications can help build a narrative about how music concerts can catalyze sustainable tourism development, drive sustainable local economic growth and promote local products.

**Political: government support and policy.** Communication should inform the public about government support for concerts, whether through regulations, efficient licensing, or joint promotions. Policy messages that support concerts as part of the national or regional tourism agenda will be part of the narrative. Political stability effective communication can foster trust by highlighting the venue's political stability, which is crucial for attracting both international and domestic tourists.

**Social: Public participation and community engagement.** Communication should actively encourage and appreciate local community participation in the event. The community, whether as spectators, workers, or micro, small, and medium enterprises (MSMES), plays a significant role in the success of the event. Their involvement fosters a sense of ownership and social support, making the community feel integral to the event's success. **Image and reputation** effective communication can build a positive image of the concert as an

inclusive, safe event that provides a positive experience for all. Equality and inclusivity: emphasize accessibility for various social groups, such as people with disabilities, or offer affordable tickets to the local community.

**Culture: Promoting local cultural identity.** Concerts can serve as a platform to showcase the richness of local culture through collaborations with local artists, the incorporation of cultural elements into the stage, design, and the provision of additional cultural experiences for visitors. **Cultural experience:** communications should highlight how the concert is not just about music, but also about experiencing authentic Balinese culture. **Cultural preservation** if the concert integrates traditional cultural elements, communications should emphasize efforts to preserve and appreciate cultural heritage. This will make the audience feel respectful and appreciative of the cultural significance of the event.

**Legal: Licensing and Regulation.** Communications should inform organizers of their compliance with all applicable regulations and permits, ensuring visitors and stakeholders are assured. **Intellectual Property Rights:** Communications can highlight efforts to protect the copyright of the music and artwork being performed. **Security and Safety Regulations.** Providing information about legally enforced

security and safety standards will help build trust.

**Defense and Security: Security Assurance,** communications should proactively inform about stringent security measures, including coordination with security forces (police, Indonesian National Armed Forces), crowd management, and emergency procedures. This will help the audience feel secure and confident about attending the event. **Safe Destination Image** emphasizes that Bali is a safe destination to visit, thereby alleviating the concerns of potential tourists. **Audience Safety,** Communications will focus on audience safety in and around the implementation model is as follows communications should be designed to reach a global audience, utilizing various digital platforms and international media. **International Partnerships:** Highlighting collaborations with international artists, global sponsors, and international tourism industry players. **Comparison with Global Concerts:** Positioning the Bali concert on par with major music festivals worldwide in terms of production quality and experience. **Global Trends:** Linking the concert to global music trends and the interests of international audiences.

The success of the Merdekafest 2024 concert in Bali depends heavily on other supporting factors, including adequate tourism infrastructure, innovative digital

communication technology, effective crisis management preparedness, and the creation of high-quality live experiences. All these factors mutually reinforce and complement the macro factors discussed above. Easy accessibility to the concert venue, a variety of accommodation options suited to various market segments, and ease of navigation in Bali will directly influence the decision of potential attendees, especially international tourists, to attend the event.

Meanwhile, a strong digital communication strategy, including effective social media use, efficient online ticket sales, and real-time information dissemination, will be the key to build awareness, encourage participation, and generate positive buzz. Furthermore, the preparedness of Merdekafest 2024 in dealing with potential crises and how it is communicated, along with the ability to deliver a captivating concert experience in terms of audio-visuals and atmosphere, will significantly shape visitor perceptions and satisfaction, ultimately determining the event's commercial success and reputation as a tourism attraction.

The Music Concert Tourism Communication Model has proven to have significant capacity to positively image a country while simultaneously driving economic development through the organization of international music concerts. This model, by integrating various structured communication elements, enables a country

to effectively project itself as a dynamic and culturally rich destination capable of hosting global-scale events. The global impact of this model not only contributes to economic growth but also directly strengthens the country's positive perception and international reputation, instilling a sense of pride and optimism in the audience.

## CONCLUSION

This study concludes that Merdekafest 2024 in Bali successfully implemented a music concert tourism communication model by integrating various important elements, from the selection of diverse music genres and creative ideas to attract audiences, to regulatory compliance and competent human resource management for smooth operations. This success was also supported by adequate infrastructure, effective use of digital technology for promotion and visitor experience, and a well-thought-out marketing strategy to reach a broad market. Furthermore, macro factors such as economic, political, social, cultural, legal, and security and defense support contributed to building a positive destination image and driving economic growth through the organization of international-scale music concerts, confirming the significant potential of this model in projecting the image of a dynamic and culturally rich country while simultaneously driving economic development.

Based on the research findings on tourism communication strategies for economic growth through music concerts, it is recommended that tourism stakeholders, such as local governments and industry players, integrate music concerts as a key element in their tourism communication strategies, by focusing on developing promotional content that highlights the uniqueness of local music and cultural experiences, utilizing various digital platforms and social media to reach a wider audience, building strategic partnerships with music promoters and travel agents, and consistently measuring the impact of communications on increasing tourist visits and local economic growth in order to refine existing approaches continuously.

This study concludes that the Merdekafest concert in Bali made a significant contribution to the local community's economic growth. Through the implementation of effective tourism communication strategies, Merdekafest successfully attracted thousands of domestic and international tourists, which in turn stimulated increased economic activity across various sectors. The multiplier effect was clear through the surge in demand for accommodation, transportation, culinary, and retail services. The involvement of local businesses in the event's supply chain, from logistics to merchandise sales, created additional income opportunities

and temporary employment, directly benefiting the local community.

Furthermore, this study confirms that the success of Merdekafest in boosting the economy is closely tied to the tourism communication strategy implemented. Effective communication in promoting the event, building a positive image, and targeting the right audience has successfully increased visitor interest and extended the duration of tourists' stays in Bali. The positive experiences created by a well-thought-out communication strategy also encourage tourists to interact more with local products and services and become promotional ambassadors through positive reviews and word-of-mouth recommendations. This demonstrates that mastering communication mechanisms is crucial to maximizing the potential of music concerts as a tool for sustainable economic growth among the Balinese people.

Based on these findings, music concerts such as Merdekafest are a strategic asset for Bali's economic development. The implications of this research provide valuable insights for local governments and tourism stakeholders to continue investing in and developing more innovative communication strategies to maximize the positive impact of music concerts in the future. More potent synergy between event organizers, local governments, and local businesses is needed to ensure that economic

benefits are felt equitably and sustainably. Further recommendations include strengthening tourism protocols to address potential obstacles (such as terrorist threats or pandemics) to maintain the stability of economic impacts, as well as further research on measuring long-term economic impacts and developing more inclusive communication strategies for all elements of Balinese society.

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