

## ABSTRACT

### COMMUNICATION STRATEGY OF MASTER OF CEREMONY LEAD *INDIE* OUTDOOR MUSIC FESTIVAL IN BANDAR LAMPUNG

By

CITA ADELIA RACHMASARI

There are many aspects that need to be aware of by a master of ceremony, especially if the event takes place in outdoor space such as *indie* music festival. Local outdoor music festival is one of the examples that is identical with the crowd audience, in this event we could classify it into children, adult it can be from children, adolescence and adult. Audience of *indie* music festival are classified as emotional audience. They might sometimes cause a riot by just staring at one to another. Also in this events provide some booth, games, and others that need master of ceremony to connecting between audiences, guest star and the commitees.

In response to this phenomenon, master of ceremony is needed to come up with a strategy to restore the situation back to normal (not chaotic). The communication strategy includes the target of the communication, the media that master of ceremony used on the stage, purpose of the key messages, the role of the master of ceremony and the use of verbal and non-verbal communication. The research problem of this thesis is on how master of ceremony could apply his/her communication skills strategy in leading an outdoor *indie* music festival in Bandar Lampung.

The results of this research consist of several components such as motivation, positive attitude of the MC for every communication strategy. This strategy will be further determining whether or not the MC puts his/her efforts which result to positive communication. Acquiring a good knowledge is important for MC to identify what he/she should say and do for every communication strategy aspect, as well as to understand the procedure on how this aspect could be implemented to the audience. As a result, MC will show his/her talents/ability as a MC on the stage.

The theory of research used by the writer is communication competence which means that the use of verbal and non verbal communication to reach the successful result based on the context, situation and communicator. The purpose model that is often used in this theory is to explain the competence which includes three components such as motivation, knowledge and skill. The objective of this research is to know the target of the communication. So that the components (motivation, education and skill) may decide to whether or not keep the communication going. The media that master of ceremony used in this event are microphone and que card. The purpose of those media help the master of ceremony to deliver their and information for the audience. The information is related with the rundown that commitees given to the master of ceremony. Thats

why in this case the master of ceremony really need the motivation, education and skill. In the application of knowledge competency, master of ceremony does not only have to communicate with the audiences, but they also have to understand the messages delivered to the audience by using verbal and non verbal communication. The use of verbal and non-verbal communication is closely related to the knowledge and skill competencies which are useful for producing an effective and targeted result.

The writer has few suggestions on the conducted research that the functions of MC could be well performed on the stage, and for the other researchers who are interested in doing the same research topic, the writer encourages them to elaborate more the discussions on communication strategies and public speaking.

Keywords: Communication Strategy, Master of Ceremony, Communication Competence, Music Indie Festival