

ABSTRAK

ANALISIS INTEGRATED MARKETING COMMUNICATION (IMC) PADA INSTAGRAM SEBAGAI ALAT BANTU PROMOSI KONSER “*MUSIC OF SPHERES WORLD TOUR*”

(Studi Pada Generasi Z di Kota Bandar Lampung)

Oleh

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Penelitian ini bertujuan untuk mengetahui bagaimana pemanfaatan *Integrated Marketing Communication* (IMC) dalam penggunaan media sosial Instagram sebagai alat bantu promosi konser *Music of the Spheres World Tour* pada Generasi Z di Kota Bandar Lampung. Penelitian ini dilatarbelakangi oleh meningkatnya penggunaan media sosial sebagai sarana komunikasi pemasaran serta karakteristik Generasi Z yang aktif, digital-oriented, dan responsif terhadap konten visual serta interaktif. Teori utama yang digunakan dalam penelitian ini adalah teori *Integrated Marketing Communication* yang meliputi lima instrumen, yaitu *direct marketing*, *sales promotion*, *public relations dan publicity*, *personal selling*, serta *advertising*. Teori ini digunakan untuk menganalisis keterpaduan strategi komunikasi pemasaran yang diterapkan oleh promotor konser melalui media sosial Instagram. Metode penelitian yang digunakan adalah metode kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data dilakukan melalui wawancara mendalam kepada informan yang berasal dari Generasi Z di Kota Bandar Lampung serta dokumentasi terhadap konten promosi konser pada akun Instagram resmi promotor. Teknik analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa pemanfaatan *Integrated Marketing Communication* melalui media sosial Instagram dalam promosi konser *Music of the Spheres World Tour* telah diterapkan secara efektif dan terintegrasi. Setiap instrumen IMC memiliki peran yang saling melengkapi dalam membangun kesadaran, citra positif, serta mendorong keputusan pembelian tiket. Instagram tidak hanya berfungsi sebagai media penyampaian informasi, tetapi juga sebagai sarana komunikasi pemasaran terpadu yang mampu menjangkau dan memengaruhi Generasi Z secara optimal. Dengan demikian, penggunaan Instagram sebagai alat bantu promosi berbasis IMC dinilai relevan dan sesuai dengan karakteristik Generasi Z di Kota Bandar Lampung.

Kata kunci: Integrated Marketing Communication, Instagram, Promosi Konser, Generasi Z.

ABSTRACT

AN ANALYSIS OF INTEGRATED MARKETING COMMUNICATION (IMC) ON INSTAGRAM AS A PROMOTIONAL TOOL FOR THE *MUSIC OF THE SPHERES WORLD TOUR* CONCERT

(A Study of Generation Z in Bandar Lampung City)

By

ILHAM AMMAR FAISAL

This study aims to examine the utilization of Integrated Marketing Communication (IMC) through Instagram as a promotional tool for the Music of the Spheres World Tour concert among Generation Z in Bandar Lampung City. This research is motivated by the increasing role of social media in marketing communication and the characteristics of Generation Z, who are digitally oriented, highly active on social media, and responsive to visual and interactive content. The main theoretical framework used in this study is Integrated Marketing Communication, which consists of five instruments: direct marketing, sales promotion, public relations and publicity, personal selling, and advertising. This theory is employed to analyze the integration of marketing communication strategies implemented by the concert promoter through Instagram. This study adopts a qualitative research method with a descriptive approach. Data were collected through in-depth interviews with informants from Generation Z in Bandar Lampung City, as well as documentation of promotional content from the promoter's official Instagram account. Data analysis was conducted through data reduction, data display, and conclusion drawing. The results of the study indicate that the utilization of Integrated Marketing Communication through Instagram in promoting the Music of the Spheres World Tour concert has been implemented effectively and in an integrated manner. Each IMC instrument plays a complementary role in building awareness, creating a positive image, and encouraging ticket purchase decisions. Instagram functions not only as an information dissemination platform but also as an integrated marketing communication medium capable of effectively reaching and influencing Generation Z. Therefore, the use of Instagram as an IMC-based promotional tool is considered relevant and well-suited to the characteristics of Generation Z in Bandar Lampung City.

Keywords: *Integrated Marketing Communication, Instagram, Concert Promotion, Generation Z.*