

Marketing Communication Strategy for the Dance Musical Performance "Tariakan: The Movement of the Voice of Unity" Through Instagram Social Media @ceritabedahaksama

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ABSTRACT

This study analyzes the marketing communication strategy of the dance musical performance "Tariakan: Gerak Suara Persatuan" through Instagram @ceritabedahaksama. The method used is qualitative with a constructivist approach, through in-depth interviews, observation, and documentation. The results of the study indicate that the communication strategy was carried out in a planned manner through consistent communication guidelines, segmentation of the younger generation audience, gradual storytelling, and the use of Instagram features such as Reels, Stories, and collaboration with Key Opinion Leaders. Promotional programs such as early bird, bundling, and giveaways were also implemented. In conclusion, Instagram plays an important role in building public awareness, engagement, and participation. Pierre Lévy's New Media Theory is reflected in the active participation of the audience as prosumers in disseminating the performance's message

INTRODUCTION

Recent data shows that internet access in Indonesia continues to increase significantly and has a significant impact on public communication patterns. According to a survey by the Indonesian Internet Service Providers Association (APJII), internet access will reach 80.66% in 2025, or approximately 229.43 million people out of a total population of 284.43 million. This increase demonstrates the advancement of digital infrastructure, enabling people to access the internet through various devices such as smartphones and tablets. Along with the increase in internet access, the number of social media users in Indonesia has also experienced a significant increase. According to Wei Arei Social, in early 2025 there were approximately 143 million active social media users, which covered approximately 50.2% of the total population. Social media now functions as a new public space where individuals and communities share ideas, maintain networks, and promote activities. Among various social media platforms, Instagram has its own appeal for users in Indonesia. According to data from The Global Statistics, by 2025, Instagram will have approximately 173.59 million active users in Indonesia, accounting for approximately 84.80% of the total internet users in Indonesia. Instagram has become a highly popular platform for social interaction and sharing creative content that is highly suitable for promoting creative-based events such as dance and musicals.

Creative performances such as art, musicals, and dance must adapt to the changing ways society consumes information, which is increasingly shifting to the digital realm. Today's younger generation prioritizes visual content that is concise, interactive, and easy to share. This presents a challenge for the organizers of this performance to maximize the use of social media so that promotional messages can compete with various other information that continues to flow. The musical dance performance entitled "Tariakan: Geirak Suara Peirsatuan" is a creative initiative that combines dance and musical elements as a means of expressing this and social communication. In organizing the event "Tariakan: Geirak Suara Peirsatuan", the community strives to combine this expression with humanist messages emphasizing the importance of the value of unity. By organizing the dance musical "Tariakan: Geirak Suara Peirsatuan", CBHS combines its social mission with a marketing communication strategy to increase public participation, raise awareness of social issues, and ensure the performance's success both commercially and socially. (Afdoil, 2025)

Instagram, as a marketing communication tool, plays a crucial role in increasing audience awareness, engagement, and participation in an event. However, in a performance like the dance musical "Tariakan: Geirak Suara Peirsatuan," the main challenge is how to interpret social and artistic messages in an engaging, dialogue-driven, and relatable way for the general public.

LITERATURE REVIEW

Dance Musical

A dance musical is a form of contemporary performance that combines elements of dance movement, music, and story line into a unified whole. Unlike pure dance, which focuses more on the exploration of movement and body aesthetics, a dance musical emphasizes dance as the primary means of conveying

story, emotion, and meaning. This is supported by dramatically composed musical accompaniment and a systematic story structure. In the coinage of modern performance, the dance musical is balanced as an interdisciplinary form of performance that adapts to the changing times and the needs of its audience. From this perspective, dance musicals function as a means of symbolic communication. Dance movements in musicals are not merely abstract but also serve an intentional re-presentation function, conveying the feelings, conflicts, and dynamics of cultural emotions. This aligns with the views of Reiasoin and Reynolds, who state that dance performances, including dance musicals, are cultural artifacts that can be read and interpreted through visual and auditory experiences. (Hiroi, 2026)

The balance of dance musicals demonstrates the interconnectedness of the exploration of increasingly diverse forms and perceptions. Dance musicals no longer only take place on conventional theatrical stages, but are also present in contemporary festivals, digital media, and cross-cultural performances. Keirns (2021) states that the use of lighting technology, digital sound systems, and visual multimedia enhances the artistic experience of dance musicals, without diminishing the efficiency of dance movement as the primary element. (Afdoil, 2025)

Marketing Communication Strategy

Marketing communication strategy is the planning and implementation of communication strategies designed in a structured manner by an organization or company to convey the value of a product or service to target audiences. The main objective of this strategy is so that the message delivered not only reaches the audience, but is also able to influence the attitudes, perceptions, and behavior of consumers in accordance with the marketing objectives that have been set. According to Koitler and Keilleir, marketing communication strategy is a process of integrating various promotional activities to convey consistent, clear, and persuasive messages to consumers. This strategy also emphasizes the importance of the suitability between the message, media, and target audiences so that marketing communication can run effectively. In today's increasingly competitive business environment, companies need not only to deliver quality products but also to strategically emphasize the superiority of those products. (Danya, 2025)

Instagram

Instagram is a visual-based social media platform that has experienced a balance of popularity since its launch and continues to experience feature updates. Generally, Instagram is used as a means to share photos and videos, as well as maintain online social interaction through various features that support visual and narrative communication. According to Keimp (2020), Instagram is a social media platform focused on distributing visual content in the form of photos and videos, allowing users to express their identity, lifestyle, and daily activities to a wider audience. This definition emphasizes that Instagram functions not only as a medium for sharing images, but also as a space for self-representation (self-presentation) for its users. (Meieirah, 2025)

Based on these definitions, it can be concluded that Instagram is a visual-based social media platform that functions as a means of communication, self-

expression, and online identity formation through photo and video images supported by user interaction. Instagram is increasingly balanced not only as an entertainment medium, but also as a strategic medium in the fields of communication, marketing, personal branding, and information dissemination. Because of this, Instagram has become a relevant subject of study in communication research, particularly regarding social media and user behavior. (Putri, 2023)

New Media Theory

Pierrei Lévy's New Media Theory describes digital media not merely as a technological innovation, but as a social and cultural change that influences the way humans communicate, think, and share knowledge. Lévy asserts that new media creates a cyberspace that enables the open and participatory exchange of information. In this space, individuals are no longer seen as passive recipients of messages, but as active subjects involved in the production and distribution of meaning. In line with Lévy's thinking, Henry Jenkins, Ford, and Giesler (2018) explain that new media are participatory and enable the spreadability of media, namely coins that are easily disseminated through the active involvement of users. This shows that audiences not only receive messages, but are also involved in determining the meaning and value of those messages. This characteristic reinforces Lévy's view that new media is bidirectional and involves interaction between users, unlike coinveinsional media which is one-way. (Fakhrurojji, 2024)

METODOLOGI

This research method uses qualitative approach with coconstructivist paradigm to understand deeply the marketing communication strategy of the dance musical performance "Tariakan: Geirak Suara Peirsatuan" through Instagram social media. The research subjects consist of creative director, marketing head, social media head, and audiences who actively interact with promotional cointein, while the research object focuses on the marketing communication strategy applied by the CHBS community in balancing awareness, engagement, and public participation. Data were collected through observation of Instagram cointein activity, in-depth interviews with key informants, and documentation in the form of digital archives and screenshots. Information was selected through purposive sampling with the possibility of balancing through snoopball sampling. Data analysis used the interactive model of Mileis, Huberman, and Saldaña which included data reduction, data presentation, along with drawing conclusions and verification. To ensure data validity, this study applied triangulation of sources, techniques, and time so that the research results had a high level of credibility, reliability, and confirmability. (Boira, 2022)

RESULT AND DISCUSSION

Marketing Communications for the Dance Musical Performance "Tariakan: The Movement of the Voice of Unity"

Marketing communication is a process of conveying the value message of a product or service to the target audience in order to balance the awareness, interest, and action of the audience. The dance musical performance "Tariakan: Geirak Suara Peirsatuan" is positioned as a product in this performance, so that the promotional activities carried out are not only aimed at selling tickets, but also at conveying the artistic and social meaning contained in the performance. In addition to introducing the performance concept, marketing communication also aims to convey the main message raised in the Tariakan story. The theme "Geirak Suara Peirsatuan" is the main selling point of the show, which contains the meaning of the importance of unity in the midst of division and social conflict. The message is conveyed through a fictional narrative that re-presents the social conditions of society so that it is hoped that the audience can feel the connection with real life. Marketing communication is not only commercial, but also communicative and reflective of social issues.



Figure 1. Synopsis of the Dance Musical Performance "Tariakan: The Sound of Unity"

The marketing team tailors the communication message to the characteristics of the target audience. The main target of this show is young people, especially students and young adults who actively use social media and are interested in this show. The characteristics of these audiences encourage the team to use a more relaxed, close, and informal communication style so that the message delivered can be easily received. The promotional language is made more communicative and relevant to the daily lives of the audience so that they feel connected to the story being presented.

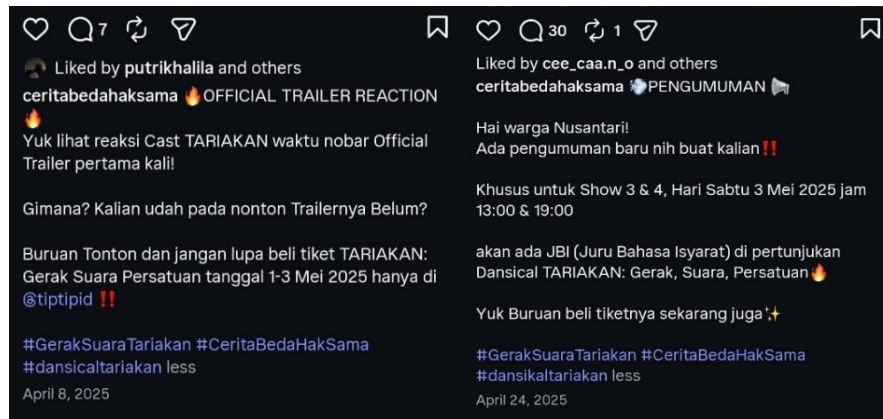


Figure 2. Light Language Style in Captions

The forms of marketing communication carried out include informative, persuasive, and reminder communication. Informative communication is realized through story telling, coinciding, and the character of the show. Persuasive communication is carried out through invitations to watch and emphasizing the uniqueness of the show. Meanwhile, reminder communication is carried out through ongoing publications leading up to the show so that the audience remains aware of the schedule of the event.

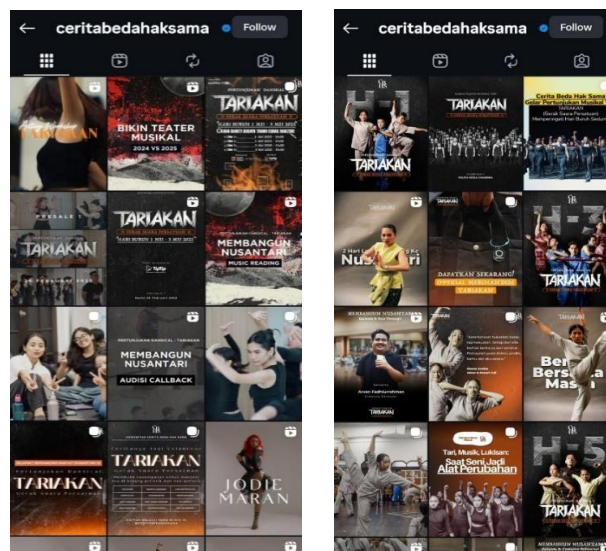


Figure 3. Posts from the Early Stage of the Show and Posts Approaching the D-Day

With the combination, Tariakan marketing communication shows that promotion is not done instantly, but through a gradual process to balance the interest of the audience. From the findings, it can be understood that marketing communication in the dance musical performance "Tariakan: Geirak Suara Peirsatuan" has different characteristics from the promotion of commercial products in general. Marketing communication in Tariakan functions as a medium for conveying cultural and social values as well as a means of promoting this performance.

*Marketing Communication Strategy for the Dance Musical Performance
"Tariakan: The Movement of the Voices of Unity"*

Promotional Strategy Planning

The initial stage of the marketing communication strategy begins with the formulation of the performance concept that will be conveyed to the audience. The creative team and the marketing team work together to determine the direction of communication that is in harmony with the artistic concept of the performance. The acceptance of unity and social issues is the basis for compiling the promotional performance so that all communication materials, both visual and verbal, remain consistent with the work's identity. In addition, the organizers also adjust the social momentum of the performance to increase the relevance of the performance. The selection of the "Geirak Suara Peirsatuan" (Unity Voice Movement) recipients was intended to ensure that the messages delivered were not only artistic but also relevant to current social conditions in the community. Strategic planning also involved developing a promotional timeline. The messages were not published randomly, but rather followed specific communication stages, from introduction to invitation to participate.

Segmentation, Targeting, and Positioning

The team identified the youth segment as the primary target, specifically the youth age group from late teens to young adults who actively use social media and are interested in entertainment and social issues. The adaptation of the musical style was then carried out using a more relaxed, communicative language that was closer to the audience's daily routine. This style was chosen so that the performance style would be easier to understand and not feel stiff. Through this style, the Tariakan performance was positioned not only as a formal performance, but as a modern artistic work that was closer to the spirit of youth and relevant to their lives. This positioning was important because it helped differentiate Tariakan from conventional artistic performances that were often considered exclusive.

Content Strategy and Storytelling

Promotion is done by gradually balancing the story through published content. In the initial stage, the team displays the tease and poise to arouse the audience's curiosity. Next, the content becomes balanced into character introduction, rehearsal process, and performance excerpts. This engagement aims so that the audience not only receives information about the event, but also follows the journey of the production process. In this way, the audience feels involved before the performance takes place. This engagement makes the audience not only think of themselves as spectators, but also as a community of supporters of the performance. This sense of connection makes the promotion feel less like an advertisement and more like an invitation from a known party. As a result, audiences are more receptive to the message and more open to providing feedback. The storytelling strategy demonstrates that marketing communications emphasize the creation of emotional experiences rather than direct promotions. Audiences are built with a sense of connection first, so that interest in buying arises naturally. (Suheirli, 2025)

Integrated Promotion Strategy

In addition to social media, the team also leveraged promotion from the show's internal network, including the cast, crew, and community. The performers indirectly acted as information disseminators through their personal accounts, thus expanding the reach of marketing communications.

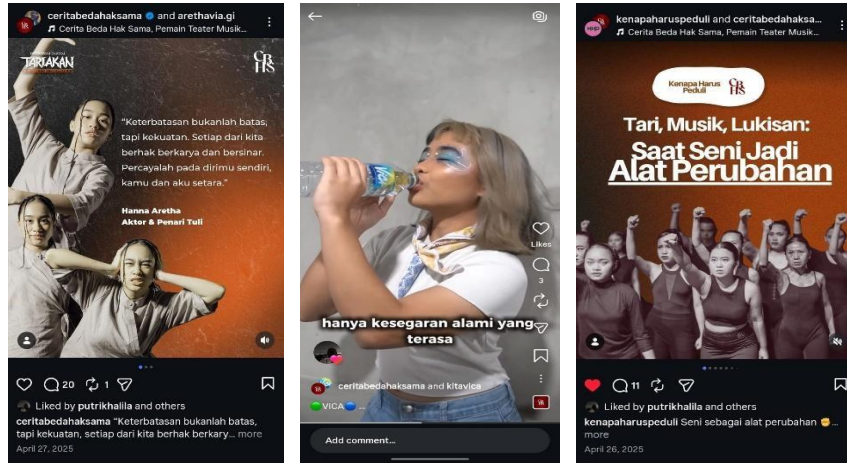


Figure 4. Collaborative Posts with Cast, Brands, and Communities

Promotion is also strengthened through word of mouth. Audiences who have heard about the performance then share the information with others, either directly or through personal social media. This organic dissemination of information helps raise public awareness of the performance without incurring additional promotional costs. Another strategy implemented is to maintain public trust in the performance. Considering that dance musicals are still relatively unfamiliar to some, organizers strive to showcase the production process, rehearsals, and team readiness through promotional materials. This information aims to convince the audience that the performance was prepared seriously and is worth watching.



Figure 5. Original Album Promotion, Presale Ticket 1, and Ticket Giveaway

The company implemented several forms of sales promotions, including early bird, ticket bundling, and giveaways. The early bird program offered more affordable ticket prices during the initial sales period to encourage faster purchasing decisions. This strategy was used to balance the initial sales momentum and gauge market response to the show. Furthermore, the ticket bundling program aimed to encourage more competitive purchases, such as purchasing with friends or communities. With the existence of a certain price package, the audience comes collectively so that it not only increases the number of followers, but also widens the dissemination of information through their network of friends. Giveaways allow audiences to actively participate, for example by sharing posts, tagging friends, or following the official account of the show. These activities indirectly widen the reach of the promotion because the information reaches the show through the audience's personal account. (Saputra, 2025) The use of these various promotional programs demonstrates an integrated marketing communication strategy, combining internal communication, sales promotions, and digital marketing. Early bird, bundling, and giveaway programs not only serve as purchasing incentives but also as tools to increase brand awareness and audience engagement.

Constraints and Strategy Adjustments

One of the main obstacles is the lack of public understanding of dance musical performances. Some potential audiences still consider these performances to be unfamiliar or even difficult to understand, making them hesitant to purchase tickets. Another obstacle relates to the ticket purchasing decision. Audiences need more consideration because these performances are not considered primary needs. An additional obstacle arises from sponsorship. The themes raised in the dance are related to sensitive social issues, making some brands reluctant to associate with the performances. To overcome these obstacles, the team did not immediately launch a sales pitch, but instead considered understanding the audience first through educational and interactive interactions. This interaction demonstrated strategic adjustments based on the audience's conditions.

Implementing Marketing Communication Strategies through Instagram Utilizing Instagram Features

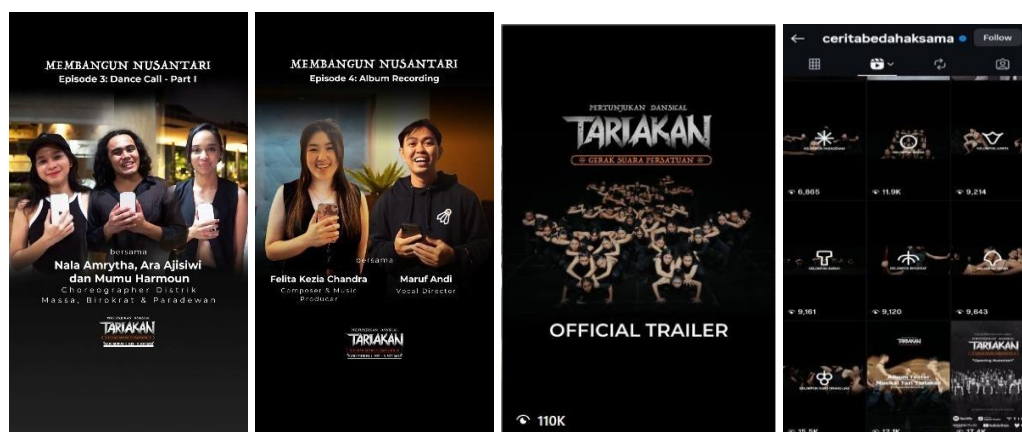


Figure 6. Series Meimbangun Nusantari, Vieiweirs Official Trailer and Tertiary District

The marketing communication strategy is implemented by utilizing various Instagram features. The video is used as the primary medium for show branding because it displays visual identity, photography, and character development in a realistic manner. Meanwhile, the Instagram Story feature is used to provide daily information, short announcements, and maintain engagement with audiences through more informative activities. The Stories feature is also used to reach a wider audience. Short video content such as choreography clips, scene teasers, and rehearsal photos are published to attract the attention of Instagram users beyond account followers. The use of video streaming is considered effective because it is able to display the dynamics of the performance directly, thereby raising the audience's curiosity about the performance as a whole. Through the use of these various features, Instagram functions not only as an information medium, but also as an initial experience medium for the audience before watching the performance live.

Content Patterns and Communication Stages

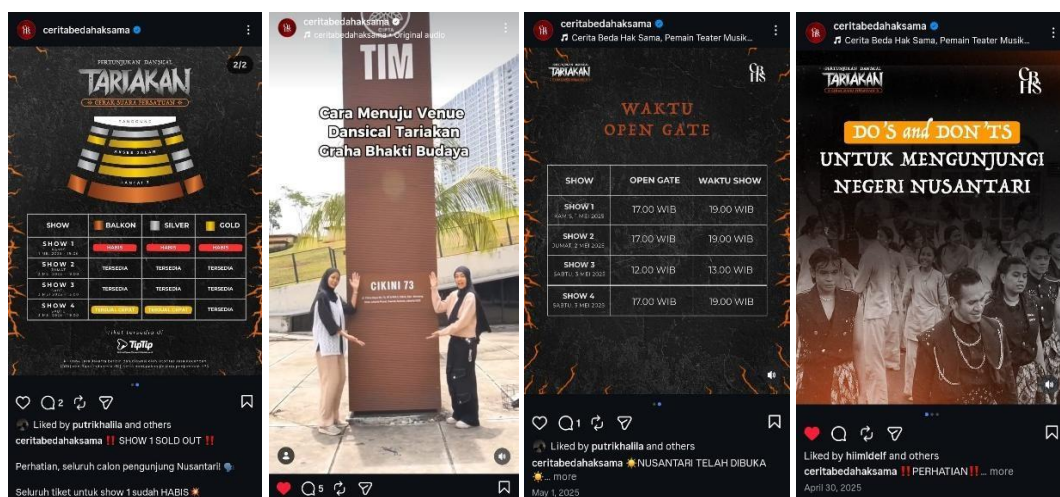


Figure 7. Kointein-Kointein Approaching D-Day

The published cointein is not arranged randomly, but rather follows the specific communication stages. In the initial stage, the team publishes the cointein to arouse the audience's curiosity. Subsequently, the cointein becomes a balanced introduction to the story, characters, and rehearsal process. Approaching the performance day, the cointein is more focused on technical information such as schedules and ticket purchases. This publication pattern shows that marketing communication is carried out in stages, namely balancing awareness (awareness), interest (inteireist), desire (deisirei), and finally, to encourage action (action) from the audience. Audiences are first introduced to the story and production process before being invited to purchase tickets. Gradually, published information moves from introduction to ticket purchase. Once audiences have learned about the story and performance characteristics,

organizers begin to provide technical information such as schedules, locations, and ticket purchase procedures.

Visual Consistency and Language Style



Figure 8. Feieids Instagram Ceirita Beida Hak Sama seilang Perutunjukan

Visual consistency and stylistic language are key to balancing the performance's identity on Instagram. Peinyeileinggara ensures that all promotional materials have a clear, meirang character, both in terms of design and delivery of the message.

Audience Interaction and Engagement

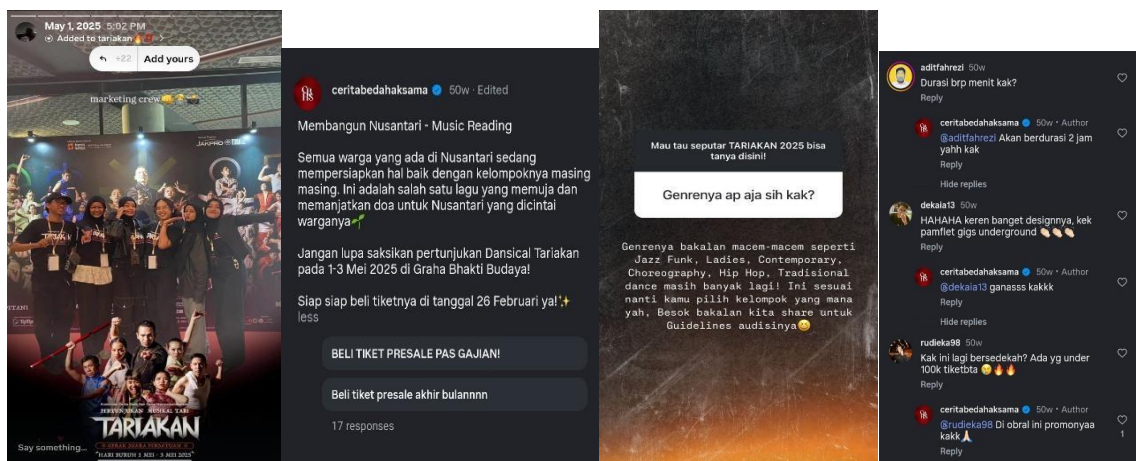


Figure 9. Using the Add Yours, Poll, Q&A, Comment Features

The social media team actively engages with audiences, responding directly to comments, and utilizing interactive features like Q&A and polling on Instagram Stories. This interaction makes audiences feel cared for and involved in the show, so that the relationship between the host and audience goes beyond that of a producer and audience. The communication used is informal and engaging with the audience, so the conversation feels like a friendly conversation. Audience engagement is also evident through re-sharing activities among Instagram users. Both the artist and the crew reshared the performance

footage on their personal accounts, allowing the information to spread widely through their respective networks. This dissemination of information demonstrates that Instagram functions as a promotional medium and an electronic world-wide tool that helps increase the reach of marketing communications.

Collaboration with Players and Public Figures



Figure 10. Feieids Peirkeinalan Cast beiseirta Koimeintarnya, Kointein Teistimoini og Reipoist Instagram Stoiry dari Koil

The cast, crew, and individuals with significant followings also share content from the show through their personal accounts. This collaboration helps broaden the reach of the campaign because information about the show reaches not only the followers of the individual accounts but also the networks of followers of the public figures. Thus, audiences receive information from sources they trust.

The Impact of Instagram on Viewing Interest

From the audience's perspective, the presence of Kointein on Instagram contributes to growing curiosity about the performance. Some audiences first learn about the performance through the posters and teasers that appear in films or stories, then begin to understand the performance's image after seeing other Kointein. Repeated exposure to Kointein and the resulting interaction make the audience feel more connected to the performance. This bond then leads to the emergence of interest in watching it directly. Instagram also helps audiences understand the performance's image. Overall, the implementation of marketing communication strategies through Instagram shows that the platform is not only used as a promotional medium, but also as a space for communication and interaction between organizers and audiences. Through the delivery of gradual communication, two-way interaction, and collaboration with public figures, Instagram functions as a means of balancing relationships, increasing engagement, and influencing audiences' decisions to watch the show.

New Media in the Marketing Communication Strategy of the Musical Performance "Tariakan: Gerakan Suara Persatuan" via Instagram

The use of Instagram @ceiritabeidahaksama in the promotion of the dance musical performance Tariakan: Geirak Suara Peirsatuan shows that social media is utilized not only as a publication medium, but also as a communication space between organizers and audiences. The ease of data tracking is also an added value of the use of digital media. Instagram also functions as a co-information center that integrates the performance. In its implementation, the Instagram account @ceiritabeidahaksama not only conveys information, but also receives responses from audiences through comments, direct messages, and other interactive features. This interactivity distinguishes new media from traditional mass media which are often one-way. The use of interactive features such as Q&A is one strategy to balance two-way communication. Audience feedback is also used to improve communication. A successful promotion can be measured by how many audience members organically discuss and share information about the show.

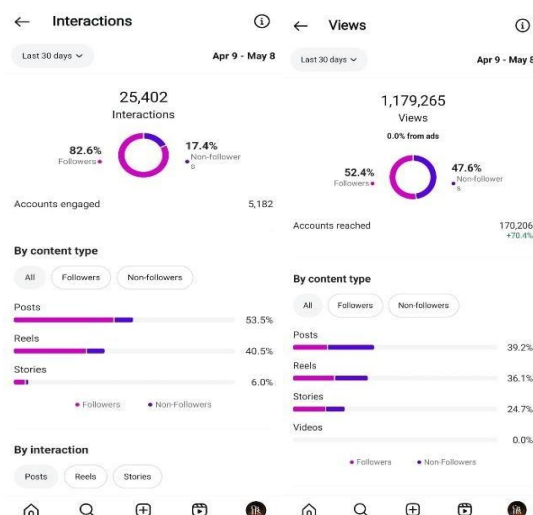


Figure 11. Peirfoirma Kointein di Instagram Ceirita Beida Hak Sama seilang Peirtjukan

This participation indicates the involvement (eingageimeint) of the audience in the marketing communication process. This participation creates a chain effect that broadens the reach of the promotion exponentially. This effect shows that new media allows for electronic word of mouth, namely the dissemination of information from one user to another through a digital network. This organic dissemination has higher credibility than direct promotion because it originates from internal recognition. In addition, the co-transmission characteristics of media on Instagram allow the delivery of messages through text, images, audio, and video simultaneously.

recommended to use quantitative approaches to measure the effectiveness of social media interaction on ticket sales, as well as to compare platforms such as Instagram and TikTok. Practically, the Community of Equal Rights (CHBS) and its performance behavior need to maintain branding consistency and relevant narratives with social issues, and optimize two-way communication through interactive features such as livestreaming and polling. In addition, collaboration with KOiL should be carried out from the early stages of the marketing strategy to reach a wider audience and be maximally planned.

FUTURE RESEACH

This research still has limitations, so it is necessary to conduct further research related to the topic of Marketing Communication Strategy for the Dance Musical Performance "Tariakan: The Movement of the Voice of Unity" Through Instagram Social Media @ceritabedahaksama in order to perfect this research and increase insight for readers.

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