

## Marketing Communication Strategies in Increasing the Number of Visitors to Karaoke Night *Bernyanyi Bermasa*

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### ABSTRACT

People's need for night entertainment is no longer a new thing, especially for the city of Makassar. Night entertainment has now become a necessity for the young to the old to be one of the entertainments in the midst of busy activities. As time goes by, nightlife venues are now being enlivened with karaoke nights. Singing various genres of music together guided by a lead that has its own charm for visitors. The background of this study aims to determine how the form of marketing communication strategy of Karaoke Night Bernyanyi Bermasa in increasing the number of visitors and what factors support the marketing communication strategy in increasing the number of visitors to karaoke Night Bernyanyi Bermasa. This research will use purposive sampling technique, this technique includes based on the object. Where the population that meets the criteria is not sampled. Informants in this study amounted to 5 people consisting of 1 founder of Masa Kreatif, 1 employee of Teratas Bar, and 3 visitors to Bernyanyi Bermasa. The marketing strategy carried out at Bernyanyi Bermasa karaoke night in increasing the number of visitors through advertising, sales promotion, personal selling, publicity, direct marketing. From the marketing communication strategy carried out by Bernyanyi Bermasa karaoke night, it has not been maximized. Bernyanyi Bermasa has employees with diverse backgrounds in terms of social environment and age, strategic location with complete facilities and facilities as supporting factors. The inhibiting factor of marketing communication strategy at karaoke night Bernyanyi Bermasa is the lack of advertising and promotion.

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### 1. INTRODUCTION

The need for entertainment including nightlife is no longer a new thing for the city of Makassar, ranging from the young to the old. Night entertainment has now become one of the lifestyles for some people in Makassar city. various activities that are dense and busy that are experienced create a need for them to release fatigue and boredom. Night entertainment is now not only practiced for the sole purpose of regaining physical, mental and emotional freshness, but also to follow trends and increase prestige.

The charm of nightlife not only attracts the financially well-established but many teenagers and students are now consumers of this entertainment product. This is often encountered during ladies night where on that night students (women) are privileged to enter the discotheque without the need to pay a nightlife ticket [1].

With the changing times, nighttime events at nightspots in big cities, especially Makassar, are being enlivened by the presence of various types of karaoke nights. Singing along with nostalgic songs such as K-pop, emo, or even Pop that gives its own charm for many people who visit the karaoke night. The sensation of a

crowd singing songs that are not usually sung in bars or discotheques guided by a lead or guide can bring the karaoke atmosphere more alive [2].

Karaoke night Bernyanyi Bermasa is one of the karaoke event organizers that is on the rise with its presence where Bernyanyi Bermasa is an event organized by a social media agency called Masa Kreatif which is engaged in social media handling. Beranyi Bermasa first appeared in mid-2022 where the event was originally a committee dissolution event from Masa Market Fest which was held at Nipah Mall Makassar.

Bernyanyi Bermasa was first held at a hotel bar called Teratas. The karaoke night event was first hosted by one of Makassar's local singers, Ian Namja, and accompanied by Fian Rinaldy as the DJ or Tunes of the karaoke playlist that night. Since its inception, the interest and enthusiasm of Makassar city residents has been very high towards Beranyi Bermasa events and has now organized more than 8 events in the past year and has become a business because it has been charged or paid for each visitor to the event. No wonder Beranyi Bermasa is currently one of the most enthusiastic karaoke night events in Makassar. Now Bernyanyi Bemasa karaoke night event has attracted several sponsors, be it cigarette products or alcoholic beverages, and has brought in a national public figure karaoke lead and the event has been routinely held once a month.

Seeing the phenomenon of karaoke night in Makassar city, it is necessary to conduct research related to marketing communication strategies in increasing visitors to the Bernyanyi Bermasa karaoke night event.

## 2. LITERATURE REVIEW

The definition of marketing communication or Marketing Communication according to academics and practitioners in Prisgunanto, marketing communication is "all of the marketing mix that involves communication between organizations or companies and target audiences of elements in all their forms aimed at marketing performance" [3].

According to Kotler [4], there are five marketing communication strategies, namely:

1. Advertising  
Advertising is an effective way to reach geographically dispersed buyers at a low cost for each appearance. Advertising can be used to build a long-term image of a product or brand to accelerate sales.
2. Sales Promotion  
Sales promotion is an invitation to make a purchase. A company uses promotions to create a stronger and faster response. Sales promotions can be used to boost sluggish sales. However, the effect of sales promotions is usually short-term, and less effective at building a product's image.
3. Public Relations and Publicity  
The appeal of public relations and publicity is based on three specific traits, high credibility:
  - a. News and pictures are more authentic and trusted by readers compared to advertisements.
  - b. Ability to capture unsuspecting buyers. Public relations can reach many potential buyers who tend to avoid salespeople and advertisements. Messages are received by buyers more as news, not as communications aimed at sales.
4. Personal Selling  
Personal selling is the most cost-effective tool at the later stages of the buying process, especially in building buyer preferences, beliefs, and actions. The reason for this is that personal selling, when compared to advertising, has three benefits of its own:
  - a. Personal confrontation  
Personal selling involves a lively, direct and interactive relationship between two or more people.
  - b. Deepening personal selling allows different types of relationships to develop, from sales relationships to friendships.
  - c. Response  
Personal selling makes the buyer feel obligated to listen to the salesperson. The buyer must respond, even if the response is just a polite thank you.
5. Direct Marketing  
Forms of direct marketing, direct mail, telemarketing, electronic marketing. All of them have four characteristics of direct marketing in nature:
  - a. Non-public messages are usually addressed to specific people.
  - b. Customized. Messages can be customized to appeal to specific people.
  - c. Recent. Messages are prepared very quickly to be given to someone.
  - d. Interactive. The message can be changed depending on the person's response.

To find out the marketing communication strategy, an appropriate framework must be used to explain the phenomena that occur. According to Sekaran in Sugiyono (2009: 88), the framework is a conceptual model of how theory relates to various important issues. Furthermore, according to Haryoko and Sugiyono (2009: 89), if

the research only discusses one or more variables independently (descriptive research, then what the researcher does is in addition to proposing theoretical descriptions for each variable, as well as arguments for variations in the magnitude of the variables studied. Based on the literature review described above[5], the framework formed in this study is:

Based on the above framework, it can be concluded that the marketing communication strategy consists of advertising, sales promotion, public relations and publicity, personal selling and direct marketing. This strategy is pursued in order to increase the number of visitors to karaoke night Bernyanyi Bermasa.

This research aims to find out how the forms of marketing communication strategies of Karaoke night Bernyanyi Bermasa in increasing the number of visitors and inhibitors of marketing communication strategies in increasing the number of visitors to karaoke night Bernyanyi Bermasa.

### 3. RESEARCH METHODS

This research will be conducted at Bernyanyi Bermasa karaoke night in Makassar City which is located at Teratas Bar. This research will use purposive sampling technique, this technique includes people who are selected on the basis of certain criteria made by researchers based on research objectives. Meanwhile, people in the population who do not fit these criteria are not sampled.

The informants in this study were 5 people consisting of 1 founder of Masa kreatif, 1 employee of Teratas Bar, and 3 visitors to Bernyanyi Bermasa karaoke night.

### 4. RESULT AND DISCUSSION

The following research results will be analyzed and presented more systematically and structured regarding the marketing communication strategies carried out by karaoke night Bernyanyi Bermasa in increasing visitors.

#### 1. Advertising

The marketing communication strategy carried out by Bernyanyi Bermasa karaoke night has used Instagram social media to inform the audience of information related to karaoke night. The information includes the karaoke venue, FDC price or entrance ticket, karaoke start time and also a list of prices and drinks along with the seats provided.

The price of drinks and seating position is one of the main weapons used by Bernyanyi Bermasa as a consumer attraction. Seeing from the advertising model carried out on social media Instagram, the target visitors they want to make consumers start from the middle to upper class. The high self-confidence of Bernyanyi Bermasa's karaoke night management feels that they do not need to do excessive advertising because according to them they already have their own consumers and already know the reference of Bernyanyi Bermasa karaoke night is an event owned by a social media agency that is on the rise in Makassar city.

#### 2. Promotion

The promotion that is done is still word of mouth, not doing certain events. The reason Bernyanyi Bermasa's management does not do a big promotion is for cost efficiency and image branding that is already quite well-known.

On the other hand, consumers expressed a different view from management. Bernyanyi Bermasa consumers expect promotions in the form of promos or discounts to be further enhanced so that they can reward consumers who have become subscriptions or new visitors.

#### 3. Public Relations and Publicity

Karaoke night Bernyanyi Bermasa offers the concept of karaoke with a different experience conducted in a bar with a variety of music genres so that it can reach more audiences and musical tastes of consumers who come. Karaoke night is also held at Teratas bar which is located at the top of the continent hotel so that the noise does not disturb the activities of the surrounding community.

Bernyanyi Bermasa is very concerned about the positive image they have built and that is what they maintain in order to always have a place in the hearts of the community. Employees are asked to maximize customer requests in terms of room service and drinks.

#### 4. Personal Selling

The form of personal selling carried out at Bernyanyi Bermasa karaoke night is in the form of offers from Masa staff to friends around. Bernyanyi Bermasa will give intensive to staff who can sell the most tickets.

#### 5. Direct Marketing

The direct marketing used usually invites a lead or karaoke leader of a national artist. The lead or artist invited is usually a selected artist from the sponsor or based on an artist who is being invited to a karaoke night in the capital city.

Supporting factors for marketing communication strategies include:

1. Employees

Masa kreatif employees who come from several circles of social environments and also consist of different ages make Beranyi Bermasa have good human resources and are able to carry out marketing strategy functions.

2. Strategic Location

The strategic location of Bernyanyi Bermasa karaoke night is an asset for them to carry out marketing strategies. Located in the middle of the city and also located on the rooftop of the Continent hotel so that the event at night has a night view of the city center and also does not disturb the activities of the residents around the hotel.

3. Adequate supporting facilities

A comfortable place and complete facilities are the main attraction for visitors to enjoy karaoke night entertainment services Bernyanyi Bermasa. People will not think about the costs that must be incurred when the entertainment venue is comfortable and has complete facilities.

The inhibiting factors of the marketing communication strategy include:

1. Lack of advertising

The high self-confidence of Beranyi Bermasa's management makes them very confident that they will be famous considering that the creative social media agency Masa is on the rise in the city of Makassar. they emphasize advertising that may be on a small scale such as posting Feeds and Instagram social media stories by selling the experience they will provide. They consider that advertising with the help of television, radio, or newspapers is not too important for them.

2. Lack of Promotion

As a result of the lack of promotion that is carried out, it creates differences in perceptions from the community from the middle to lower economic circles, seeing that the promotions they offer are more for facilities only and pay less attention to promotions for discounted drinks or tickets.

## 5. CONCLUSIONS

Based on the research results, the following conclusions can be drawn:

1. The marketing communication strategy carried out by Bernyanyi Bermasa karaoke night in increasing the number of visitors through advertising, sales promotion, personal selling, publicity, direct marketing. From the marketing communication strategy carried out, communication strategies in the form of advertising and media have not run optimally.
2. Supporting factors of Bernyanyi Bermasa's marketing communication strategy have employees with diverse backgrounds in terms of social environment and age and the strategic location of the event where Bernyanyi Bermasa is held, complete suggestions and facilities. The inhibiting factor of Beranyi Bermasa karaoke marketing communication strategy is the lack of advertising and promotion.

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