

Boosting a Community Event on Social Media: Building Progressive Public Engagement and Enthusiasm for Change - Study on Social Movement Community in Jakarta

Ferane Aristrivani Sofian¹, and Cindy Ayu Agustin¹

¹Marketing Communication Program, Communication Department, Faculty of Economic & Communication, Bina Nusantara University, Jakarta, Indonesia 11480

Keywords: Community Event, Social Media Campaign, Public Engagement.

Abstract: The purpose of this study is to investigate the community motive in organizing an event, the stage of making the event and how to use the social media in communicating about the event. This research is conducted through qualitative descriptive approach by interviewing three members of Suara Disko Community and three members of Running Rage Community. The results show that the motive of the event is to change the people's lifestyle concerning music for the Suara Disko community and to change the views on running sports for the Running Rage Community. Stages of making the event consist of research, concept design, determination of communication media and evaluation. The results of the investigation also show that Instagram is the most effective social media used to build public engagement and enthusiasm.

1 INTRODUCTION

The presence of social media has a significant impact on bringing the social change. One of them is the increasing number of social movements conducted by a community. It is great because it disseminates information about ideology and its activities through social media. Also, social media makes companies do promotions, publications and help implement other communication strategies efficiently.

From a system's perspective, a community is similar to a living creature, comprising different parts that represent specialized functions, activities, or interests, each operating within specific boundaries to meet community needs (McCloskey, D. J., McDonald, M. A., Cook, J., Heurtin-Roberts, S., Updegrave, S., Sampson, D., Gutter, S., & Eder, 2011). Suara Disko Community and Running Rage Community are the two communities discussed in this study. Both communities are excellent in bringing the social movement by consistently creating an event every year and their ability to reach to masses. Also, they have more than eight thousand followers on Instagram.

Suara Disko Community is a disco music lover's community that plays Indonesian songs hits from the 80s, 90s, and 2000s. The originator of the Suara Disko Community consists of eight people who share

the same vision of the desire to preserve the old music of Indonesia. The primary target audience is teenagers who think that Indonesian songs are not worth to be played at a party or converted into disco music.

Every event held by the Suara Disko community is posted and shared on social media. Ever since, there has been an increase in the number of visitors at the next event. 500 people attended volume 1, 450 people attended volume 2, volume 3 was attended by 750, 1200 people attended volume 4, volume 5 held in Sema Town was attended by 600, and volume 6 held in the city of Bandung attended by 1100, the number 7 volume was held in Jogja were as many as 550 people attended and volumes 8, held in Jakarta was attended by 2200 people.

Running Rage Community is one of the great running communities since 2011. Running Rage become an influencer for run sports lovers, especially in Jakarta.

The purpose of this study is to investigate the motive of the community to create an event, then further see the stages of making it and also how the community utilizes social media in building public engagement and enthusiasm.

2 LITERATURE REVIEW

The study about public engagement and organization-public relationships through social media is done by Men and Tsai. They conducted a web survey with a random sample of 250 American Facebook users to links perceived the corporate character, parasocial interaction, and community identification, to public social media engagement and organization-public relationships. The results underscore the effectiveness of a personification approach in social media communication to construct an agreeable corporate character for enhancing public engagement and organization-public relationships. Not only about how to build public engagement alone, storytelling is increasingly prevalent in social media today also helps to improve the brand image (Men, L. R., & Tsai, 2015). The study of Lund, Cohen and Scarles found that social media users are conceptualised as storytellers who co-create brands (Lund, N. F., Cohen, S. A., & Scarles, 2018).

In addition, Habibi, Laroche, and Richard develop a model depicting how consumers' relationship with the elements of a brand community based on social media (i.e. brand, product, company, and other consumers) influence brand trust. Three of the four relationships positively influence brand trust. Customer-other customers' relationships negatively influence brand trust, which is counter-intuitive. Engagement amplifies the strength of relationships consumers have with the element of brand community. Engagement has a moderating effect in translating the effect of such relationships on brand trust (Habibi, M. R., Laroche, M., & Richard, 2014).

Further, Aristeidou, Scanlon and Sharples investigates the relationship between engagement factors and behaviour patterns in an online community that requires high levels of citizen participation. Psychological engagement factors described the engagement profiles. Extrinsic factors attract/activate members, and intrinsic factors sustain participation. The more personalised design is needed depending on the type of community and members (Aristeidou, M., Scanlon, E., & Sharples, 2017).

Smith and Gallicano argue that engagement is conceptually distinct, and involves cognitive and emotional immersion that may not characterize all social media usage. They examine a social-media user perspective of engagement using interviews and focus groups. They find that engagement is an informative, personal, present and social experience. Millennials engage with organizations via social media to facilitate social interactions. Engagement

may be as much a spontaneous activity as a premeditated one (Smith, B. G., & Gallicano, 2015).

3 MATERIALS AND METHODS

The research adopts a descriptive qualitative approach by using the semi-structured interview. The subjects of the research are 3 informants of "Suara Disko Community" consisting Daiva Prayudi (Informant 1) as project leader of Events; Bobby Irfan (Informant 2) as Public Relations; Fahmi Arifin (Informant 3) as a loyal audience in the event of Suara Disko and Public Relations of Oz Radio Jakarta.

Then, there are three informants of "Running Rage". The first informant is Rizky Fahzan as *Running Rage* board. He is a 23-year-old man who loves running sports. Currently, he works as a *creative marketing editor* in the Go-food division of GO-JEK Indonesia. The second informant was Reyhan Mahardika, a member of the Running Rage Community. He is a student majoring in Public Relations at one of the best private universities in Jakarta. Then the third informant was Tertia Ramadhani, a member of Running Rage. He works at the largest e-commerce company in Asia, Zalora.

Interviews were audio recorded and transcribed verbatim in the original languages. Data were analyzed qualitatively by exploring the data, marking the keywords and critical ideas stated in words. After that, researchers arrange and give coding based on the keywords, vital ideas and important concepts found. The next step is sorting out and categorizing data reduction. Then, the data interpreted which refer to the concepts and followed by the interconnection between parts that are drawn into more general concept descriptively.

4 RESULTS AND DISCUSSIONS

4.1 The Motive of Creating Community Event

Suara Disko is a social movement to popularize and preserve party culture with Indonesian songs, ranging from funk-boogie, pop, jazz, Disco classics to remixes from a DJ; ranging from the 70s, 80s, 90s to 2000s. *Suara Disko* was first in the title of January 2015 in Jakarta and became the first party band in Indonesia which was accompanied by dance music full of Indonesian songs from beginning to end. The birth of *Suara Disko* has a significant impact on

electronic or dance scene in Jakarta. Therefore, it formed a collection that plays 100% disco songs Indonesia Diskoria Selekt. Another interesting thing started was, many DJs also then started including Indonesian songs between sets performance. Many bands are now covering the Suara for Disko songs in their playlists. Many venues are also playing Indonesian songs in their playlists. Many young people are now digging deeper into the ancient Indonesian songs to fulfil their musical knowledge of Indonesian music, until the making of another cloning (similar event) from the Suara Disko. Now they have also created a "greeting" aimed at the visitors of the Suara Disko event, namely the "Keponakan Disko" for the audience of Suara Disko events that always sing and dance during these event.

Event Suara Disko aims to create a new paradigm that Indonesian songs deserve to be played and directed and enjoyed in a party. Community Suara Disko is organizing event Suara Disko to persuade today's young people and the general public to dance with old Indonesian songs, especially songs that are perfect to be played in the party, and are even better than the dance music from abroad.

Meanwhile, the founder of Rage Running community wanted to motivate positive thought to the audience that, running is a sport full of fun and freedom. Its only by running, that a lot of beautiful things around can be seen and enjoyed because if use a vehicle, things move faster. Also, the founder has an idea to make the community run in Jakarta because many people in Jakarta are busy and they usually are lazy to do exercise. Therefore, the founder of this community intends to generate a sporting lifestyle that is by running. By running with the community, will bring happiness to the people who join it. If done regularly, running will be become a lifestyle. Also, people can share and exchange ideas with others and make the healthy soul that will generate positive energy.

Why is the community named Running Rage? "running" means running sports activity and "rage" means anger. But the anger here is not really anger, but means "passionately. The founders want anyone who joins this community should have strong spirit for running.

The Running Rage community was established in 2011. Running Rage has proliferated over the past seven years. It has the membership of more than 300 people until now. Although the founder very rarely leads the members when there is a running event, she monitors through social media. Many people who are not members of Running Rage but participated in the

run also documented and posted Rage Running activities via social media.

The most certain thing in the formation of a community is the ideological and purposeful similarities of the people in it. However, it does not mean the people involved in it have cultural equality. Communities are not homogeneous entities; they are made up of diverse groups with different histories, social structures, values systems, and cultural understandings of the world (McCloskey, D. J., McDonald, M. A., Cook, J., Heurtin-Roberts, S., Updegrove, S., Sampson, D., Gutter, S., & Eder, 2011). However, from these cultural differences, can produce various values that can be collaborated to become a view until the community can be formed.

4.2 Creating a Community Event

4.2.1 Research

The first thing to do to create the Suara Disko community event, is to conduct research. Research that aims to know the situation in the field and determine the goals and target audience.

"Before we design the strategy we look for the existing situation in the community so that we can choose the target audience so that the execution will be on the right path" (Informant 2)

4.2.2 Concept Design

After that, designing the event would require an interesting idea so that the event has a clear concept and can contain the message to be conveyed. At this stage, the Suara Disko Community creates taglines and determines the right talent to attract public attention. Tagline and talent (performers) will eventually be displayed on digital posters to disseminate information through social media and media partners.

Tagline becomes a short description of the theme of the event and will be a hashtag in spreading digital posters as well as images through social media. Then, they determine a representative performer with the theme of the event to be a guest star. Guest stars helps to fill the event and can be a unique attraction that can bring in the crowd.

4.2.3 Media Communication

Media used to communicate the about the event are media partner, social media and word of mouth. Media partners here are used as a weapon to attract public interest that has not been known and has never been, following a community pickle. Bobby Irfan as

public relations the Suara Disko event calls it a snowball effect. The distribution of information by word of mouth to the public around is assisted by other members of the Disko Suara community.

"More or less to convey information about this movement, this movement Suara Disko, this community, this event to the public to the media to my friends around to the public" (Informant 2)

Similarly, the event planning stages performed by the Running Rage community, although the Running Rage community is a non-profit community. Running Rage follow many events and get sponsors from leading brands such as Uniqlo, Adidas and Nike. This is because, reason that makes sense, the famous brand wants to help develop young people who work. The design of messages on social media that will get delivered every day is made with unique content so that many people would want to join the community Running Rage. How customer engagement in a firm's social media marketing platform might affect word-of-mouth behavior. Consumer engagement in a brand community not only increases the likelihood of generating post-purchase reviews but also increases the likelihood of posting positive online reviews (Wu, J., Fan, S., & Zhao, 2018).

4.3 Evaluation

Evaluation of the event is done to also make it as a correction material to be better again in the next event. An internal discussion is conducted as an evaluation effort after the event was held. To evaluate the communication strategy that has been done through social media, is by looking for followers and likes from the social media. Evaluation is done not only from the event and social media but the evaluation is also done through the media partner who discusses the event of Suara Disko. According to Fahmi Arifin as a public relations of Oz Radio Jakarta and an event organizer, the Suara Disko community has been quite successful in implementing their communication strategy but there are things that need to be improved in order to make their communication wider.

4.4 The Role of Social Media

4.4.1 Instagram

No social network in the world right now has more of its users' attention than Instagram. When people are there, they are 100% per cent there, looking at each photo that passes by. In some ways, it's even got more depth than Facebook, because there aren't all the

distractions like spotting ex-boyfriends. Instagram isn't winning because it has more followers, it's winning because people are there wholeheartedly to consume the content (Vaynerchuck, 2016).

Social media used more emphasis on Instagram. In addition to its rapid and widespread deployment, Instagram is also considered the right media because of its convenient features for sharing images and video content as well as the ease of building public engagement.

"Instagram is a media that you can make your own content like cat, like dogs, like basketball, politics, and share the information with world. As per my understanding, it's effective in reaching out to masses and it syncs with other available platform" (Informant 1)

After having a lot of followers on Instagram, the Suara Disko community often creates online competition and quiz with prizes by uploading the contested photos or quiz answers. As described by informant 1, Daiva Prayudi as chairman of the event Suara Disko.

"The form of participation can pass through like we make the regular artwork competition which is similar to the usual we make before the event so, it engages with the participants and make external contributions in the Suara Disko as well" (Informant 1)

Through the naming of followers at Instagram, the Suara Disko community also establishes a relationship between the community and followers and thus the followers or audience of the Suara Disko community also feels part of the Suara Disko community. Since the Suara Disko community considers people who have followed the Instagram of the Suara Disko to be part of a community, followers also consider participating in community and community missions Suara Disko names those people with the name of "Keponakan Disko".

The exposure of Bobby Irfan and Fahmi Arifin as followers and audiences of the event giving the name of the 'keponakan diskor' can also be a strategy for people who have not become followers of this community in Instagram so that they also follow because they want to be closer to the Suara Disko community. The study of Men and Tsai also underscores the effectiveness of a personification approach in social media communication to construct an agreeable corporate character for enhancing public engagement and including intimate, interpersonal interactions and community identification, which in turn improves organization-public relationships (Men, L. R., & Tsai, 2015).

Running Rage also has a similar way to use Instagram to attract public attention. The hallmark of Running Rage community is black and white for every post in Instagram.

"Because social media is easy to access wherever and whenever, what else is off their gadgets so easy to reach through social media and easy to access so if there is notification, it can be directly opened. And add another Well that's the uniqueness of our man from the black and white of the uniforms at all Postan on instagram, and indeed Running Rage prefer the same instagram to deliver events and activities for the people now right more often go to instagram. "(RF)

The proper design of the message should also be considered in creating content for Instagram, so as to attract the attention of audiences. It is a consideration that engagement is an informative, personal, present and social experience. Engagement may be as much a spontaneous activity as a premeditated one. In addition, millennials engage organizations via social media to facilitate social interaction (Smith, B. G., & Gallicano, 2015).

4.4.2 Youtube

Youtube used by public relations events Suara Disko as after video. After video which shows the recent event. This is done as one of the communication strategies after the event so that the target audience who have not come to see how the event Suara Disko, become interested to come. After video on youtube is also a medium to communicate the next event.

In fact, online videos are better at imparting brand awareness than are traditional tv ads. A Millward Brown study found that online viewing led to 82% brand awareness and 77% product recall, compared to just 54% brand awareness and 18% product recall for similar television ads. Experts believe this is because online viewers are more engaged the television viewers; the web is a more interactive medium than the passive viewing inherent with television (Miller, 2008).

5 CONCLUSIONS

The motive for building a community is to make a change in one's lifestyle. Suara Disko Community who want to give new colors to Indonesian music at the parties. The Running Rage community is trying to give the public the view that running is a fun sport and is not just tiring.

Stages of making the event are to conduct research, to determine the field situation and

determine the target audience. The second stage is designing the right concept for an event consisting of tagline determination, talent and communication strategy. The strategy in communicating the event is by working with media partners, the use of social media and word of mouth.

The use of social media provides a definite benefit to the increase in the number of public who follow community events. Instagram is the most widely used social media because of its natural features in building public engagement and enthusiasm

ACKNOWLEDGEMENTS

This research was supported by Bina Nusantara University. We thank our colleagues from the Faculty of Humanities who provided insight and expertise that greatly assisted the research. We would also like to show our gratitude to all informants of The Suara Disko Community and The Running Rage Community for sharing their pearls of wisdom with us during this research, and we thank our students Calvin Abimael and Annisa Sa'adah for their so-called insights. We are also immensely grateful to reviewers for their comments on an earlier version of the manuscript.

REFERENCES

- Aristeidou, M., Scanlon, E., & Sharples, M. (2017) 'Profiles of engagement in online communities of citizen science participation', *Computers in Human Behavior*, 74, pp. 246–256.
- Habibi, M. R., Laroche, M., & Richard, M. (2014) 'The roles of brand community and community engagement in building brand trust on social media', *Computers in Human Behavior*, 37, pp. 152–161.
- Lund, N. F., Cohen, S. A., & Scarles, C. (2018) 'The power of social media storytelling in destination branding', *Journal of Destination Marketing & Management*, 8, pp. 271–280.
- McCloskey, D. J., McDonald, M. A., Cook, J., Heurtin-Roberts, S., Updegrove, S., Sampson, D., Gutter, S., & Eder, M. (2011) 'Community engagement: definitions and organizing concepts from the literature', *Principles of Community Engagement*, pp. 3–41.
- Men, L. R., & Tsai, W. S. (2015) 'Infusing social media with humanity: corporate character, public engagement, and relational outcomes', *Public Relations Review*, 4, pp. 395–403.
- Miller, M. (2008) *YouTube for Business*. QUE Indiana.
- Smith, B. G., & Gallicano, T. D. (2015) 'Terms of engagement: analyzing public engagement with organizations through social media', *Computers in*

Human Behavior, 53, pp. 82–90.

Vaynerchuck, G. (2016) *AskGaryVee*. New York: Harper Business.

Wu, J., Fan, S., & Zhao, L. J. (2018) 'Community engagement and online world of mouth: An empirical investigation', *Information & Management*, 55, pp. 258–270.

