

CHAPTER I

INTRODUCTION

1.1. Title of the Study

Title of the Study is “Marketing Communication Strategies in Increasing Brand Awareness of Om Jhon Entertainment in the Music Industry”

1.2. Background of the Study

In today’s increasingly competitive business environment, communication has become one of the most essential components in achieving marketing success. Through effective communication, companies are able to deliver brand messages, build relationships with target audiences, and influence consumer behavior. One of the most widely applied forms of communication in the business context is marketing communication. Marketing communication refers to a series of strategies and methods used by companies to convey brand messages, establish relationships with target audiences, and influence consumer behavior through various channels, both directly and indirectly (Kotler & Keller, as cited in Ismunandar & Andriani, 2023).

In this context, marketing plays a strategic role as a managerial process aimed at identifying, anticipating, and satisfying consumer needs and wants profitably. The American Marketing Association (AMA) defines marketing as the activities, institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, partners, and society at large (Saksono, 2024). This definition emphasizes that marketing success is not determined solely by product or service quality, but also by how value and messages are communicated to consumers.

Therefore, marketing communication becomes an integral part of marketing activities. Through marketing communication, companies not only introduce products or services, but also build brand image and establish long-term relationships with consumers. Marketing communication enables organizations to

deliver messages consistently and strategically in order to shape positive perceptions in the minds of consumers.

In the context of marketing communication, these strategic concepts are also relevant to service-based industries such as music entertainment.

In the context of marketing communication, the strategies applied by music entertainment industry players cannot be separated from the elements of the marketing mix. The elements of the 7P marketing mix product, price, place, promotion, people, process, and physical evidence are interrelated in shaping audience experiences toward a music entertainment service provider. The implementation of these elements is not always carried out through digital media, but can also be applied directly through face-to-face interactions, community involvement, and participation in various local activities. This approach enables the development of more personal relationships between entertainment providers and their audiences.

One of the main objectives of implementing marketing communication strategies is to increase public awareness of a brand. Brand awareness develops when audiences are able to recognize and remember a brand through various experiences and exposures they encounter. A strong level of brand awareness serves as an important foundation for building trust and encouraging consumer loyalty. Without sufficient brand awareness, even high-quality products or services may face difficulties in competing and sustaining their position in the market.

The role of brand awareness becomes increasingly crucial when applied in the context of the music and entertainment industry. This industry is characterized by intense competition among musicians, music groups, and entertainment service providers. Moreover, the development of digital platforms such as YouTube, Instagram, and TikTok has encouraged industry players to utilize various forms of marketing communication in order to remain visible and relevant to the public.

Nevertheless, despite the growing dominance of digital marketing strategies in the music industry, not all local music practitioners have equal access to or capability in utilizing digital media effectively. This condition indicates that other

forms of marketing communication are still employed, particularly conventional and community-based communication strategies, such as word-of-mouth promotion, personal networking, and direct engagement in community activities.

This phenomenon is also reflected in existing academic studies. Most previous research has focused on the effectiveness of digital marketing communication strategies such as social media marketing, content marketing, and influencer marketing in increasing brand awareness. Meanwhile, studies that specifically examine non-digital marketing communication strategies within the context of local music industries remain relatively limited. This indicates the existence of a research gap regarding the relevance and role of conventional communication strategies in an era dominated by digital marketing.

One of the local music industry players that is interesting to examine in this context is Om Jhon Entertainment, a music entertainment entity operating in the Bengkalis region. Om Jhon Entertainment is engaged in providing music entertainment services in the form of live performances at various entertainment events and community activities at the local level. This condition opens opportunities to explore how marketing communication strategies, particularly those that are conventional and based on social closeness, are implemented by local music industry players in building brand awareness within the community.

This study is also supported by previous research conducted by Riva'i (2020), which found that a music course institution in Yogyakarta successfully built brand awareness through community-based activities and word-of-mouth promotion. Although the focus of that study was on music education, the findings suggest that non-digital communication strategies remain effective in engaging local communities.

Based on the background described above, the researcher is interested in examining how conventional marketing communication strategies are implemented by Om Jhon Entertainment to increase brand awareness in the music industry, as well as the obstacles encountered in implementing these strategies.

1.3. Formulation of the Study

This research is guided by two main questions related to Om Jhon Entertainment's use of conventional communication to increase brand awareness.

1. How does Om Jhon Entertainment implement marketing communication strategies to increase brand awareness in the local music industry?
2. What obstacles did Om Jhon Entertainment face in implementing its marketing communication strategy to build brand awareness?

1.4.Limitation of the Problem

This study is limited to analyze the marketing communication strategies implemented by Om Jhon Entertainment in increasing brand awareness in the local music industry in Bengkalis. The focus of the study is directed at conventional marketing communication strategies used in the context of live music performances, such as word-of-mouth promotion, direct interaction with the audience, and involvement in community activities. This study uses the 7P marketing mix concept as a conceptual framework, but only discusses several elements that are relevant and observable in accordance with the conditions of the research object.

1.5 Purpose of the Study

Study aims to achieve two main objectives related to the use of conventional communication strategies by Om Jhon Entertainment:

1. To analyze the marketing communication strategies implemented by Om Jhon Entertainment to increase brand awareness in the local music industry.
2. To identify the obstacles faced by Om Jhon Entertainment in implementing its marketing communication strategy to build brand awareness.

1.6. Significance of the Study

The benefits expected by the author in this scientific writing consist of academic benefits and practical benefits, namely as follows:

1. Academic Benefits

This research can enhance knowledge and information in the field of marketing communication, especially about how to build a brand without using social media. This can serve as an example that traditional methods such as word-of-mouth and participating in community events can also be successful, especially in the local music industry.

2. Practical Benefits

This research can serve as an example or inspiration for local music entrepreneurs who have not yet been able to promote themselves through the internet. Om Jhon's method can be emulated by those who want to be recognized through direct engagement with the community and through live musical performances that are enjoyed by many