

Marketing Strategy Of JKT48 As A Japanese-Style Idol Group In Attracting New Markets In Indonesia

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ABSTRACTS

Indonesia is currently very developed in the performing arts industry, one of which is the music industry. Pop music or songs are songs that are often heard by Indonesian people, due to the influence of outside culture, one of which is Japanese culture, so in Indonesia, there are J-pop style songs or Japanese-style songs. But persistence in Indonesia is not as popular as K-Pop. One of the well-known J-Pop in Indonesia has survived until now, namely JKT48 which has been established since 2012. JKT48 is an idol group branch of AKB48 which was formed for the first time in Japan, specifically in the city of Akihabara. This study uses a qualitative methodology and also Hovland's persuasive theory wants to see the existence of J-pop, especially JKT48, to survive with the support of its fans and attract new fans. And the researcher interviewed 1 person from JKT48 marketing as marketing or communication and also his new fans as managing messages and changing behavior by conducting in-depth interviews in focus group discussions and it can be concluded that JKT48 marketing is using concerts, social media, and others. So that new fans manage messages from marketing with the ultimate goal of changing behavior from not knowing JKT48 to being loyal fans. What makes JKT48 still exist.

Keywords: music industry, JKT48, J-Pop, marketing, persuasive

INTRODUCTION

Performing arts industry_in Indonesia are very advanced. In Indonesia, quality performances become spectacles and entertainment which are used as guidance and order and performances are also the most tempting things and domains for Indonesian people (Cerita, 2020, 9).

In the entertainment industry when performing shows have cultural values contained in them. (Basuki, 2020, 1) Culture is the production, circulation, consumption, and exchange of meaning. Which can be cross-cultural due to factors such as natural factors, socio-economic factors, and political factors. And culture due to the existence of community and community entities is also a key to cultural growth. A culture that is developing very rapidly in society has given rise to many new works not only across domestic cultures but across countries due to such rapid development (Kurnia, 2018, 11). One of the works that is developing in Indonesia is music.

Music is one of the elements of performance in the entertainment industry with an appreciation of the contents of the heart which is expressed in regular sounds with tones and rhythms with various types of music, one of which is pop music (Kustap, 2018, 3).

The development of the world of Indonesian music has occurred very rapidly with the era of globalisation making many other cultures easily accessible because globalisation has made cultural developments continue to develop, one of which is music (Setyoko, 2021, 22). The development of pop music in Indonesia is very developed with many branches, one of which is pop songs with Japanese culture and style that enter Indonesia or are known as J-POP (Widhyatama, 2013, 14). Music can be presented solo or in groups or known as a group band. J-Pop has been in Indonesia for a long time and one of them is with the subsidiary idol group of AKB48, namely JKT48 which was the first idol group in Indonesia which was founded in 2011 by presenting dancing and singing performances in Japanese style and with unique characteristics and images. funny and cute (Margianto, 2016). And JKT48 still survives today with a different marketing technique. Even though J-Pop has entered Indonesia, its existence is still far behind K-Pop culture and other western cultures because only 15% of teenagers like J-Pop (Wulandari, 2015). But JKT48 survives with J-Pop in Indonesia with a different and unique marketing strategy.

Indonesia, boy or girl bands flourished in 2010 with the emergence of several groups and even got nominations, but one by one in the 2011-2017 range (Ayuningtyas, 2021). And one of the bands that has survived to this day is JKT48 and even JKT48 has been able to hold concerts and regenerate its members amid the economic and global crisis due to the co-19 pandemic.

In March 2022, JKT48 cancelled all activities due to the Covid-19 pandemic, but JKT48 continued to carry out a series of activities to continue to exist and the world of entertainment by conducting virtual interactions or often referred to as video calls with members (kapallagi.com, 2020). That way JKT48 still survives and exists today.

JKT48 managed to hold its first big concert with the 10th anniversary of JKT48's establishment at Gelora Bung Karno Jakarta and invited all JKT48 personnel after the Covid-19 cases began to subside on August 6, 2022 (Lova, 2022). Making the band's concert with the most personnel and the first after the Covid-19 pandemic, so it shows that JKT48 still exists today compared to other groups that no longer survive in Indonesia.

One of the keys to success in maintaining existence in an entertainment industry company is marketing. Which in essence will focus on markets that provide services or goods to the target market with the ultimate goal of purchasing (Chakti, 2019, 1).

Marketing is based on promotion with the ultimate goal of changing consumer behaviour to make money for a particular organisation, usually by selling goods or services. Marketing and promotion began with the aim of persuading the community according to the target for changing behaviour to become loyal consumers (Panuju, 2019, 1). Persuasive is used to underlie the existence of marketing communications in an organisation.

Persuasive is an activity to influence someone's attitude, character, opinion, behaviour by inviting or persuading with the aim of attracting an audience (Masruroh, 2020, 10). Persuasive communication is inviting without carrying out elements of coercion and is solicitation to the

target market. So this research focuses on seeing how JKT48's marketing strategy as a J-Pop Idol Group in Indonesia has survived to this day.

METHOD

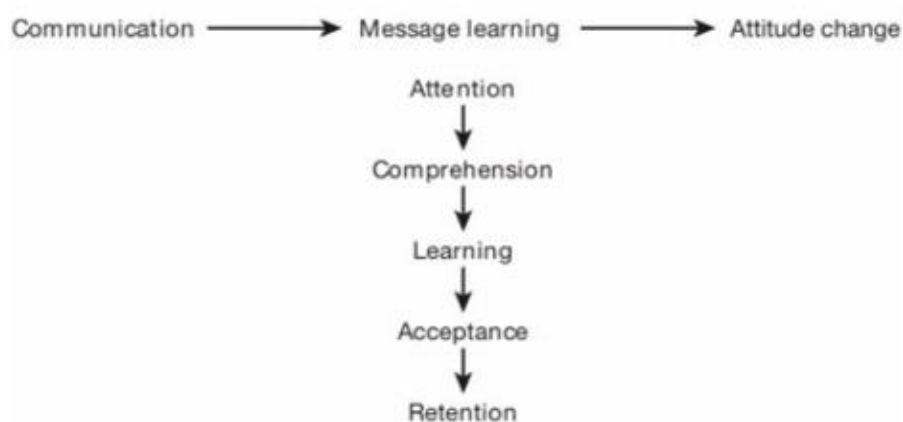
The methodology in this research is descriptive qualitative. Descriptive qualitative is intended to describe a phenomenon as it is without manipulating or giving treatment to research objects by describing a population of certain cases (Sudaryono, 2016, 12).

Qualitative research is research that seeks meaning and understanding of a phenomenon with the research data source itself (Winarni, 2018, 12). And qualitative methodology with the acquisition of direct interview data.

In qualitative research, one of them is by interviewing related parties to get in-depth information to the right people to answer and further deepen a case study (Hakim, 2013, 166-167). So that interviews can be conducted on certain targets according to the focus of the research.

Interviews were conducted individually and also in groups or known as focus group discussions. In group interviews aimed at qualitative research as many as 5-8 people in a group discussion containing individuals with appropriate targets for a problem (Hennink, 2014, 8). Marketing using Hovland's persuasive theory and descriptive qualitative methodology to describe the description of marketing strategy through interviews with JKT48. To see how the marketing is done by JKT48 as a Japanese-style idol group and has survived to the present. They even attracted a lot of new fans due to the marketing carried out by JKT48. the researcher conducted in-depth interviews with 1 JKT48 marketing creative and conducted a focus group discussion with 5 new JKT48 fans

Picture 1. Model of Persuasive communication Hovland



Sources : Perloff (On Book The Dynamics of Persuasion 2017, 221).

The persuasive theory is a theory that is used to change a person's behavior from a message that is developed to form a behavior in ethos, pathos, and logos (Hosek et al., 2016, 353).

Based on the persuasive theory above, it can be interpreted that communication has many functions, one of which is providing information in the form of messages to audiences by creating changes with values to change attitudes and behavior towards newer ones (Cangara, 2014, 42). So that the message conveyed is in the form of promotions carried out by a company and then received by the community through the stages of attention, comprehension, learning, acceptance, retention. Which ultimately refers to changes in the behavior of a message conveyed.

RESULT AND DISCUSSION

Conducting interviews with directly to JKT48 marketing creatives as many as 1 person, it can be concluded that JKT48 does marketing in a different way from other entertainment realms. JKT48 conducts marketing by regenerating its personnel in order to attract new fans. As well as carrying out several events such as large concerts, inter-city concerts, and also publishing advertisements in collaboration with radio and Instagram personnel and also tiktok, as well as marketing with media such as Twitter and websites.

JKT48's marketing is different because we are an idol group with personnel growing together with fans by using a voting system for events such as sousenkyo, two shoots, handshakes and making concerts, and circuses to cities with different numbers each year according to the company. JKT48 is currently also presenting a live streaming platform to attract viewers far away without having to go to the JKT48 theatre at FX Sudirman so fans who are far away can still follow theatrical performances that are there almost every day. JKT48 also has 300-400 songs that are indeed oriented towards the Japanese mecca, but many songs have been adapted to Indonesian styles such as JKT48 dangdut, even songs from JKT48 are part of JKT48's marketing because of other activities such as making music videos and others.

JKT48 itself also provides OFC or official fan club facilities which are fan activities or memberships so that members have different activities from other fans. JKT48 also carried out its marketing after the Covid-19 pandemic with a magnificent 10th-anniversary concert as a form of celebration and invited all JKT48 members from every generation and created enthusiasm from fans and excitement on social media such as TikTok. JKT48 is declared to be even more popular and known to the public with an increase of more than 200% from the previous period. And interviews were conducted in groups of 5 people who were new fans from different backgrounds. With discussion:

Informant 1: a 25-year-old woman who lives in Jakarta, knew about JKT48 through the tik tok FYP and started to find out about JKT48. Then went to several events such as photos with the members and also a big concert. And now he is a JKT48 fan and waiting for other activities from JKT48.

Informant 2: is a 30-year-old man from Surabaya and knows JKT48 because he saw an Instagram exploration and a post by one of the personnel, namely Azizi a member of the 7th generation of JKT48 according to him, zee is a member who is unique and beautiful with her style, our source wants to support JKT48 activities, especially for zee and look forward to future activities by JKT48

Informant 3: a 15-year-old woman from Pekalongan knows JKT48 because of the song “Pesawat kertas 365” hari which is viral on social media. She currently idolises Sisca, who is the 3rd generation of JKT48 and is eagerly waiting for concerts and so on about JKT48. And when they found out about JKT48, the 3rd resource person looked for information about JKT48 on the JKT48 website.

Informant 4: is a 22-year-old man from Jakarta. I found out about JKT48 because I was invited to watch a show at the FX Sudirman theatre JKT48 and enjoyed watching it. Dan started looking for information by asking his friends who had previously idolised JKT48. And he is already part of the Shani Indira Natio Fans Club. And waiting for another generation of JKT48.

Informant 5: Male from Semarang aged 23 years. Knowing because there was news regarding the reconstruction of JKT48 in 2020 and at first he was ignorant, but in 2022 JKT48 again held a regeneration for generation 11 and looked at the news that was passed on his social media. And at that time the 5th resource person was curious and came to the JKT48 theatre and read the system for idolising through the website and joined several communities in it and looked for a lot of information about JKT48, now there are lots of activities that he participates in such as two shoots, handshakes, 10th-anniversary concerts, and many other activities. And the 4th resource person idolised Shania Gracia from generation 3 of JKT48 and waited for the setlist for how to drink Ramune to be played at FX Sudirman and other JKT48 tour concerts.

CONCLUSION

In this study, it can be concluded that research using a qualitative methodology using Hovland's persuasion saw the existence of JKT48 which still exists today. So it can be concluded that through in-depth interviews with JKT48 and the new fans, it shows that JKT48's marketing is different and quite unique. Making JKT48 still exist today. Messages in the form of communication by JKT48 marketing can be received by the community so that behavior changes from those who don't know to like them.

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