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SOCIAL MEDIA STRATEGY AS A DIGITAL MARKETING COMMUNICATION FOR PRAMBORS YOUTH FEST EVENT

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ABSTRACT: Music Festival is one of the activities favored by young people. Prambors as a radio station that targeted to young peoples, and saw an opportunity to make a music festival, named Youth Fest and themed as The Biggest Karaoke Land in Indonesia, to celebrated their 48th anniversary. In introduced the event, Prambors used digital promotion strategy using social media such as Youtube, Instagram, Twitter, Facebook, and Line@ to promote, as well as interest of followers to become a part of this event; it was succeeded in invited 10.000 participants to the event. This research used the CMC Theory to analyze the communication that was built between the organizers and their target audiences. The methodology used was qualitative descriptive with the case study method through conducting in depth interviews and observation. The results of this research show that the used of social media as one of the promotion media for Youth Fest 2019 event was effective to reached thousands of people in providing the informations, and attracted young people.

Keywords-Digital Promotion Strategy, Social Media, CMC Theory, Media Studies

I.   INTRODUCTION

Prambors is one a private radio station in Jakarta, Indonesia with a tagline "Indonesia Number 1 Hits Music Station". At the beginning of its establishment, Prambors could only be heard in a few places made by a group of young people. Prambors has been around since the 1970s and has made many innovations. Now Prambors is now present in 9 big cities in Indonesia, Jakarta, Bandung, Semarang, Solo, Yogyakarta, Surabaya, Medan, Makassar and Manado. Besides thatPrambors also has an official website (http://www.pramborsfm.com) which can be accessed by everyone. (Laurencia &Wahjudi, 2019)

These days, Prambors Radio not only has on air shows such as Desta and Gina in The Morning, Sunset Trip, Prambors Night Shift, Prambors Weekend Vibez and DJ Show, but Prambors also has an off air events. In order to celebrate its 48th birthday, Prambors made a music festival and became the first karaoke festival in Indonesia called Prambors Youth Fest 2019 and has the tagline "The Biggest Karaoke Land in Indonesia ". Prambors Youth Fest 2019 was held on 29 June 2019, located at Bintaro Xchange Park, Indonesia.

One of the reasons why Prambors has the karaoke theme is because Prambors has a target audience of 15-35 years old, and in 2019 karaoke activities are mostly carried out by people in Indonesia, especially youngsters. For example in Jakarta, many karaoke places can be found. Karaoke can also be done while at home using a Bluetooth portable mic which is widely sold in online shops. Now karaoke can also be done using applications such as the Smule, Karaoke Sing & Record by Yokee, The Voice: On Stage, JOOX and many more.

In promoting the Youth Fest 2019 event, Prambors uses various promotional methods, both through advertising, direct marketing, public relations, personal selling, as well as online and offline activities. In his online promotional activities, Prambros used his various social media to introduce this event such as YouTube, Instagram, Twitter, Facebook and Line@. After that in other digital promotions, Prambors also promoted its program on their Prambors website and also to other media such as news portals article to promote Prambors Youth Fest event.

Based on We Are Social 2019's research, 150 million people in Indonesia have used or owned social media. In addition, the findings from this research also say that the age that dominates the use of social media is in the age range 18-34 years. (We Are Social, 2019).

According to Tuen in Nasrullah (2015), using social media can facilitate marketing in the current digital era, social media has a variety of content and features, so that when conveying messages it is not only by using text but also in audio, visual form, and audio-visual. The use of social media as a promotional tool also tends to cost less and get audiences from various regions (Nasrullah, 2015).

On social media (YouTube, Instagram, Twitter, Facebook, and Line @) owned by Prambors, they have different styles of information delivery, this is adjusted to the characteristics of each of these media. On YouTube, Prambors uses a verified account, Prambors Radio, which has around 126 subscribers in promoting the event. On Instagram, Prambors uses Instagram for business, named @youth.festid which has around 9,000 followers and @prambors with 430,000 followers. On Twitter, Prambors uploaded material of the event on their verified account @Prambors which has around 2 million followers. On Facebook platform, Prambors used its account which had 207,393 likes and 205,748 followers in promoting the event. On Line@ Prambors use their account with 9,700 friends.

In our research interview with Adrian Pratama as Assistant to Brand Manager for Digital Division and also Social Media Officer for the 2019 Youth Fest event, Prambors Radio initially had a target of bringing in 6,000 visitors. But in fact, this event managed to get 10,000 visitors.

in less than 5 hours, the tickets on the spot were sold out. This event was also crowded with visitors from the beginning of the event from noon to night (Azasya, 2019).

The success of the 2019 Youth Fest can be influenced by various factors. In this journal, researchers want to focus on analyzing communication that occurs through Prambors social media (YouTube, Instagram, Twitter, Facebook, and Line@) which is one of the strategies to promote and introduce its first event in the music festival field so that it can attract its target audience, namely young people by using the theory of Computer Mediated Communication (CMC).

This is also researched, so that it can become a reference for introducing other events through social media in a similar way. This is supported by research which says that the survey results from The Nielsen Global Generational Style (2015) reveal that Millennials and Generation Z are most familiar with the use of gadgets and also in their daily use of the internet (Pujasari&Wahyudin, 2017). Based on previous research, By conducting digital or online promotions, information can be conveyed directly and quickly, and can also be conveyed in a personal way to followers. So that both parties will be able to foster a closer relationship, and create awareness of the information conveyed on social media (Wibowo, 2015). If the event has been designed as unique and attractive as possible, that promotion can occur by means of word of mouth. If the target is aimed at the millennial generation, it will be better if you are aggressively promoting through social media so that the results obtained also reach electronic word of mouth (E-WOM) (Rahma, 2018).

In this journal, researchers want to focus on analyzing communication that occurs through Prambors social media (YouTube, Instagram, Twitter, Facebook, and Line@) to promote and introduce its first event in the music festival field to its target audience, which are young people, who can successfully bring in more than 10,000 visitors at the event, using the theory of Computer Mediated Communication (CMC). In research previously, it was found that the communication strategy used in usage of twitter indicates message senders can post messages which can attract attention and be in line with the CMC theory used in this study proposed by Walther where CMC communication relies heavily on verbal cues conveyed by the communicator (Ayuningtyas&Kencana, 2018).

Based on the background of the above problems, this research is a digital marketing communication strategy carried out by Prambors Radio on social media in attracting the attention of young people to the 2019 Prambors Youth Fest. Marketing communication strategies on social media can support the Prambors Youth Fest 2019 event and social media management owned by Prambors for the 2019 Youth Fest event.

II. THEORETICAL FRAMEWORK
CMC (Computer Mediated Communication)

Proposed by Thurlow, Lengel, and Tomic (2007), a communication carried out using electronic digital computers that have been found in World War II, or at least since the first time there was an exchange of information via e -mail in 1960. In a broad sense, CMC is a form of communication and interaction mediated by digital technology. This also includes exchanging communications with Internet media such as e-mail, bulletin boards, and social media platforms between individuals or groups by sharing text, sound, or images (Littlejohn and Foss, 2009).

1. Communication

Over time, communication is one thing that continues to change. Thurlow et al. (2007) states that there are several basic characteristics of communication :

1.1 Communication is dynamic

It is the delivery of messages through the media which can mean flexible depending on when and where the message was conveyed and then received by the audience and who the audience received the message.

1.2 Communication is transactional

Transactional means the negotiation of meaning between the person. Every message that is delivered will be received and interpreted by each recipient of the message, and the reply given is also influenced by the delivery of the previous message.

1.3 Communication is multifunctional

Communication is often used to influence the behavior and nature of a person, as a means of sharing information that aims to educate, and can also be a mere entertainment tool.

1.4 Communication is multimodal

Language is one of the many ways to communicate. Messages that are conveyed verbally will always be included with non-verbal messages for supporters so that the messages conveyed are stronger.

2. Mediated

In CMC, technology is a medium of communication. This technology is deliberately made to be used in a variety of ways, one of which is for the exchange of information.

3. Computer

In everyday life, almost all work is done using computer technology. Changes in technology can also affect changes in the way we communicate, such as establishing direct communication via computer media.

3.1 Human Computer Interaction (HCI)

The existence of CMC occurs because of the relationship between humans and computers. When going to build an information system, it will pay attention to human and computer interaction factors, because information is made by humans and its purpose is also for humans (Prihati, 2011).

3.2 Cyberspace

The process of communication via computers and computer networks, a space called Cyberspace is formed. According to Thurlow et al. (2007), Cyberspace is not just a space, but Cyberspace is also all the people who use the internet and also everything that is in search.

3.3 Cybersociety

It is a social life in a network that can be seen through the existence of interactions between its users.

3.4 Cyberculture

According to Thurlow et al. (2007) is an expression of another culture in general life which is formed because there is a community and communication that is continuously established through the internet itself. Current technological developments result in direct communication, namely face-to-face or through CMC. This becomes more vague and there is no difference, because communication through CMC is increasingly connected to everyday life. Especially with the freedom to express opinions via the internet network.

Marketing Communication

Marketing communications have their respective definitions. According to Tjiptono (2011), the notion of marketing communication is an activity or activity that is carried out by marketing by disseminating information, influencing and reminding products to be marketed to their target market. In this case, each company will try to get consumers who are willing to buy, accept, and are loyal or loyal to the products or services offered by the company (Priansa, 2017).

New Media (New Media)

New media is a development of media and technology that makes it easier for audiences to provide and get information. In addition, new media can also be used for business development and promotion through this communication channel. New media theory can also be said to be a theory that promotes a new period in which network technology and communication, especially the internet, will change society (Littlejohn and Foss, 2009). The new media has changed the way people communicate and interact. This can be seen through people who use social networks a lot in communicating either in the form of instant messengers or social networks such as Facebook, Twitter, Instagram or YouTube (McQuail, 2000).

Social Media

Social media is a place that can be used as a place to communicate and interact with one another. The difference between social media and other communication media is the features contained in it that can attract users to share photos, videos, or links (Tilley &Eley, 2009).

Social Media Marketing, according to Singh and Diamond, is a place where people influence and influence each other through social media, community sites, and other sites that can influence visiting or purchasing decisions (Singh & Diamond, 2012). Social media marketing has been used by many companies,

where companies with big brands can outsmart without having to spend big capital and small brands can grow their own brands.

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III.   RESEARCH METHODS

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The research methodology used by researchers is a qualitative methodology. In this study, researchers will use a descriptive qualitative methodology with the case study method, where researchers must investigate and interpret an event or incident that has occurred by gathering information obtained with a broad and in-depth picture of the event or incident (Denzin & Lincoln, 2018).

The resource person chosen by the researchers is from the internal staff of the event, named Adrian Pratama as the 2019 Digital Content Producer and the 2019 Social Media Officer for the Prambors Youth Fest. In addition, the researchers also conducted observations on each of the social media owned by Prambors to promote Youth Fest 2019.

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IV.   DISCUSSION

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Based on the observations of researchers and interviews with one of PramborsRadio's Staff, it is known that the use of social media is very helpful in promoting the Prambors Youth Fest 2019 event. Social media owned by this event include YouTube, Instagram, Twitter, Facebook and Line@ . In each social media, Prambors uses social media to carry out promotional activities for this event.

Then the way this is done by Prambors on social media is by uploading all the promotional materials that have been planned to the 6 social media platforms they have. "For Youth Fest, we have pre-promo content. We don't know the pre-promo where, we don't know who the artist is, what ticket price is, but we just want Prambors Radio followers know the teaser" (Adrian Pratama, Interview, 11 October 2020)

According to an interview with Adrian Pratama, Prambors uploaded promotional material which is divided into three stages, the first is Pre-promo, this stage, Prambors uploads content in the form of an introduction to the audience of the Youth Fest's logo or some information about the event. In addition, there is a question content, for example, questions for the audience on Instagram, which artists should be invited to the event, then how much is the ticket price that the audience wants and a suitable place for Youth Fest event. This content is intended so that Prambors could get insight or references from the audience regarding the things that have been mentioned. In addition, according to the source, this content can also increase post engagement because the content is interactive and can attract attention to the audience to comment on Prambors social media account.

Apart from question content, there is some game content. Such as playing facts about the musician, compiling puzzles, connecting rhymes and so on. There is also content such as missing lyrics with the background song. The content is uploaded by Prambors to increase their followers and stabilize the number of their account's followers.

Figure 1. Prambors Radio YouTube Screenshot, 2020.

On YouTube, besides uploading a motion graphic video advertising about the Youth Fest event, Prambors used superimpose in some of their uploaded videos before the event took place. For example, the image above is one of the screenshots from the video that Prambors uploaded in their interview with girl band from South Korea, Red Velvet. Superimpose appears every few seconds in the video which contains information about the Youth Fest 2019 event such as the logo, location, some of the musicians who will perform and others.

Different from other social media, Prambors also uses their official Line account which has around 9 thousand friends in promoting the event by spreading information about the event such as sending the audience event posters, ticket prices, and other information using language that is relaxed and easy to understand. The use of language taken by the Prambors on the line @ platform includes the word "honey" or other greetings such as

"have you eaten yet" or seduction words such as "honey, you don't want to accompany me to the Youth Fest?". In other cases, usually social media notifications also appear on the audience's home page, the use of this language aims to make the audience feel there is a desire to open the message sent by Prambors. The use of this language can also give the impression of being close and attracting the attention of the target from Prambors so that the message can be read and the information sent can be conveyed.

The relationship between humans and computers (Human-Computer Interaction)

In this study, the human and computer relationship is the communicator and social media accounts used. A Good Human Computer Interaction is when technology can bring a change in communication, getting closer without making face-to-face or direct communication. Prambors promotes Youth Fest 2019 through social media, such as Instagram, YouTube, Twitter, Facebook, and Line @. In conveying the messages, Prambors present them in the form of photos, videos, or conduct interactions such as holding a giveaway. According to Adrian Pratama as Social Media Officer Prambors Youth Fest, The Prambors Youth Fest 2019 was held using the main theme, namely Karaoke. So to adjust the karaoke theme, this is also applied to visualization on social media belonging to Youth Fest 2019. Displaying visual content can make it easier to convey messages to the audience and make the message displayed more attractive. The information conveyed is in the form of the date and day of the event, the venue, guest stars or musicians present at the event, sponsors and media partners in uploads on social media Prambors. So that only by reading information through the five social media belonging to Prambors, the audience can receive information or a description of what Prambors Youth Fest 2019 will be like.

In addition, the researchers also observed uploaded accounts from five social media belonging to Prambors. It was found that in promoting the Youth Fest event, delivered in the form of videos, visual chat, and designs in terms of colors, fonts, and visualization using computers, namely social media to be able to form a communication that is almost like face-to-face communication. This Human-Computer Interaction makes it easy for Prambors to find social media users to promote another event that will be held in the future.

Cyberspace

According to Thurlow et al (2007), cyberspace is not just a space in a computer network, but cyberspace is also all people who use the internet and everything that is in search. In this study, researchers found that the existing cyberspace is people who use social media, and someone who is looking for more information about the Prambors Youth Fest event through the five social media platforms owned by Prambors. Cyberspace or cyber space can also be seen by the presence of statements from the audience about the event, admitting that they want or are looking for more information about the event through social media. For example, people who ask about events in the comments column on Instagram or audience replies in the form of comments on Twitter Prambors.

Social media such as Instagram, Twitter, YouTube, Line @ and Facebook are cyberspace because there are hundreds or maybe thousands of people who meet to exchange information or communicate, including at this Youth Fest 2019, followers, friends or visitors on social media owned by Prambors as a computer itself.

Cybersociety

Social life in the network can be seen through the existence of interactions. The interactions that occur on social media are shown through the presence of features such as comments, likes, replies, to the use of shares on each social media.

The interaction can be shown on social media Prambors Youth Fest such as youth.festid account holder on Instagram and youth_festid on Twitter, then shows what can be conveyed to the account, starting with likes, comments, and shares. Next, there are posts of views and likes, which is how many individuals have seen the information, and who has liked the information. Then there is also a caption, which is a message that the communicator will convey to the communicant. Finally, there are also forms of social life that occur on the network, namely comments that a user uses about the message. For Youtube with username PramborsRadio, there are display videos containing information about Youth Fest, with interactions that are delivered by liking, commenting, sharing, and downloading. Then there is also a description box, which is an additional written message to be conveyed by the communicator to the communicant. Finally, there is a social life in the form of comments from the video viewers.

The social life that occurs in each of the Prambors social media shows that there is an interaction between Prambors and the Prambors audience itself. The interaction is in the form of comments which are suggestions, feedback, or requests submitted from the Prambors social media audience. The use of social media leads to participation or contribution and feedback from each individual to communicate with each other. It can be said that the Youth Fest social media itself gets an identity and interaction with users in the form of feedback so that it forms a relationship to the community, namely the Youth Fest audience.

Cyberculture

Cyberculture in the research conducted is shown through the use of social media itself. The formation of culture in this network involves many things, from the use of language, the design elements used, the choice of colors, the form of appearance, the use of the five social media features used by the Prambors to the smallest details on the computer itself.

In this case, Prambors certainly has certain cultures in establishing relationships with its listeners. The existing culture influences all social media owned by Youth Fest in conveying its message. Delivery of messages through social media adjusts to listeners and followers of each account who are young people. The interactions that occur within each of these accounts represent ways of communication that are often used by young people. Such as the use of everyday language and abbreviated writing, to words that cannot be found in the dictionary such as "Ya x", "Kuy", "cie" and so on. The use of these words is also used by followers of their respective social media as in the comments column. Apart from language, choosing the yellow color at Prambors and Youth Fest can also make it easier for the audience to recognize every upload made by Prambors. Because Prambors has a dominant color of yellow and black in its logo. Visible culture is the use of social media accounts itself to share various information, from captions, flyers or content about events to creativity in delivering messages such as interactive messages and others.

Peoples who listening Prambors are called Kawula Muda (KaMu). This is a word that is considered to represent intimacy. Radio Prambors also provides a greeting name to the announcer with the word Wadyabala (Laurencia &Wahjudi, 2019). This has become a culture that is displayed in messages conveyed through social media owned by Prambors and Youth Fest.

V.   COMMUNICATION

Communication in CMC can be considered asocial and antisocial, because there is no interaction that occurs, such as when communicating face-to-face. However, in the current digital era, it can be seen that communication has also experienced developments, such as what happened in CMC in this study, which is social media that has influenced the social life of its users. This is because CMC communication also displays non-verbal messages such as uploading videos, the reply feature in posts and stories, the use of emojis, and there are still many things that can be done on social media.

The purpose of Youth Fest using social media is to promote the event to a wide audience so they can come to the event. Through social media, the communication process that occurs via computers begins to overlap with the real life of communicator users. As is done by Youth Fest, they upload content in the form of introducing the audience to the official Youth Fest logo or light information about the event. In addition, there is also content in the form of questions, for example, questions for the audience on Instagram, which artists should be invited to the event, then what is the ticket price that the audience wants and a suitable place for the Youth Fest event. This content is intended so that Prambors get insight or references from the audience regarding the things that have been mentioned.

Communication in CMC can also be hyperpersonal communication, which is shown by how Youth Fest sends messages on social media using more personal language to the recipient of the message. The message conveyed is also shaped in such a way that followers can feel or feel part of a community, namely the Youth Fest itself. The hyperpersonal communication interactions carried out by Youth Fest also included answering questions given by followers, using language according to the everyday language used by followers, and holding quizzes as prizes. So that communication carried out by social media can give Youth Fest and its followers a closer relationship than face-to-face communication.

Therefore, the researchers found that the uses of social media in computer-mediated communication can be done directly at a time. With the existence of social media, other individuals who are not part of the Youth Fest social media followers can also get information about the Youth Fest indirectly. This analysis is also reviewed through the characteristics of communication presented by Thurlow et al (2007) which show that communication is dynamic, transactional, multifunctional, and multimodal.

●   **Communication is Dynamic**

The dynamic of this research can be seen in the messages conveyed by the Prambors Youth Fest 2019 on social media. In addition, the nature of this communication, of course, will change every time, because there is new information every time.

In this case Prambors uploads information material containing the relocation of the event location. Previously the event would be held at Plaza Parkir Timur Senayan, but due to a change of location, in the upload it turned out that this event was moved to Bintaro Jaya Xchange Park.

Figure 2. Screenshot of Instagram youth.festid, 2020.

In one of the uploads of information material above, especially on Instagram, researchers found different comments from each audience on the Instagram account youth.festid. There were comments who wanted to ask for a refund because they felt the new event location was too far away and some commented that they were looking for tickets to the event. This shows that a single message conveyed via Instagram can be accepted by many individuals with different meanings.

Everyone who has an Instagram account and follows or is viewing the youth.festid account affects the meaning of the message. The difference in messages that each person gets can be influenced by various factors. So that everyone can see the same information but interpret the message from that information differently.

Still on Instagram youth.festid, the prambors uploaded video greetings and promotions from several musicians. The content of the message in each of these uploads can be interpreted or have a different effect on each audience. For example, there are people who like musician A, but other people don't like the musician, so the content of the same message does not necessarily affect two different people. As stated by Thurlow et al (2007) that the meaning of the message is not only in words but depends on the context of the message and will continue to change from place, individual and time.

● **Communication is Transactional**

Every message that is delivered will be received and interpreted by each recipient of the message, and the reply given is also influenced by the delivery of the previous message. The messages conveyed by Youth Fest in the caption columns on Instagram, Twitter, and also chat on Line@ are conveyed in such a way, so that followers can also feel a connection with the message delivered and provide replies to messages uploaded by the organizer. Therefore, Youth Fest social media followers can convey messages or opinions, and can also ask questions, so that there is a process of exchanging messages between the admin and the Instagram followers, such as replies such as comments, or replies via direct messages on their respective social media.

The communication that occurs between the admin and Youth Fest followers on social media is transactional, because there is a change in the meaning of the individual who initially the message sender becomes the recipient and vice versa. However, researchers also found that not all communication by social media is transactional. This is because not all Youth Fest social media followers also provide feedback on every post uploaded by Youth Fest. Thus, it was found that the nature of transactional communication does not always occur in CMC, because every individual who uses social media does not always participate in providing their feedback.

● **Communication is Multifunctional**

In this case, the researcher found that the delivery of messages carried out by Prambors on all of its social media accounts has various functions. Such as the function of information, education, persuasion so that the audience on social media comes to the Prambors Youth Fest 2019 event or even just for entertainment.

As stated by Adrian Pratama, "On social media we upload teasers, event rundowns, games such as facts about the artist, questions such as where this event should be held, flyers and so on." (11 October 2020). It can be seen from the statement that Prambors provides a variety of information or interactive uploads. This is consistent with what was stated by Thurlow et al (2007) that one of the communication functions is to provide information. For example in YouTube, Prambors posted a video provides information, as well as persuades the audience to come to the event. The post is in the form of a motion graphic video entitled "YOUTH FEST 2019! The Biggest Karaoke Land in Indonesia ". The information conveyed also includes which musicians will appear, information on the theme of the karaoke, then there is also information about sponsors and media partners who collaborate with prambors to convey messages that invite or influence the audience to participate in the activities that will be done. Besides inviting them to come to the event, in the same upload in the description box there is an invitation for the audience to continue listening to Prambors. So it can be concluded that through one upload, there were many messages delivered by Prambors.

Like what has been stated above, in conveying a message about the Prambors Youth Fest 2019, this event has the aim that the audience on each social media can be influenced by buying tickets at the event. Apart from being aimed at influencing, this communication can also provide other functions such as entertainment such as games that are displayed in the uploaded content to the giveaway stage given by the Prambors. In addition, this communication also has an educational function about the program, what can be brought or not during the event, the event plan is uploaded on several social media platforms and others. So it can be interpreted that this is the same as what has been stated by Thurlow et al (2007) stated that communication through CMC can have many functions.

● **Communication is Multimodal**

The communication process on social media that occurs between the Youth Fest and its potential visitors is of course not done only through language or verbal messages. But it also has a non-verbal message to convey. This is because messages on social media are also conveyed via video, audio chat, and other non-verbal messages. In addition, the verbal message contained in the caption also has non-verbal messages such as the use of symbols such as exclamation points (!), Dots (.) And other symbols in making the caption to emphasize the message, and the use of various emojis. On social media, Youth Fest also uploads content such as providing videos from guest stars or artists who will be present at the event, so that message recipients get messages verbally as well as non-verbally.

The use of designs that feature the distinctive colors of Youth Fest, namely yellow and brown, also affects the verbal messages that will be uploaded by the event organizer. This was stated by Thurlow et al (2007) which states that a communication is strongly influenced by non-verbal messages as well, which makes communication in CMC also multimodal.

This is in line with what happened in the Youth Fest social media. In the communication that occurs, Youth Fest social media and also its followers go through a dynamic communication process, namely the meaning of messages conveyed between one communicator and another can change its meaning, then it is also transactional, where the sender of the message can exchange to be the recipient of the message, and also is multifunctional and multimodal. As a result of these characteristics, a relationship was created between the Youth Fest itself and its followers.

VI.　　CONCLUSION

Based on the research objectives and discussion analysis, it is concluded that the use of social media as a promotional media for the Prambors Youth Fest is quite influential and effective to reach thousands of people in providing information about the event, and attracting young people. The relationship between Prambors and their targets can also be formed due to interactions that occur via computers. CMC as a supporter in the formation of verbal messages in terms of the language used in delivering messages and non-verbal in terms of design, use of emojis, and video messages so that messages can be clearly conveyed as is the same as face-to-face communication.

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