

**DIGITAL MARKETING COMMUNICATION IN MUSIC INDUSTRY:  
AUDIENCE LOYALTY THROUGH GROOVIN BUDDY STRATEGY**

**Natasha E. A. Pongoh<sup>1</sup>, Andre Ikhsano<sup>2</sup>, Dewi Rachmawati<sup>3</sup>**

LSPR Institute Of Communication & Business

E-mail: [24173190023@lspr.edu](mailto:24173190023@lspr.edu)<sup>1</sup>, [andre.i@lspr.edu](mailto:andre.i@lspr.edu)<sup>2</sup>, [dewi.r@lspr.edu](mailto:dewi.r@lspr.edu)<sup>3</sup>

**ABSTRACT**

*Digital marketing has become an essential communication strategy in the contemporary music industry, enabling artists and creative groups to interact directly with audiences through digital platforms. Social media, particularly Instagram, provides opportunities for musicians to build audience engagement, strengthen relationships, and foster long-term loyalty. This study aims to analyze the digital marketing communication strategies implemented by Groovin Buddy in building audience loyalty through social media engagement. This research employs a qualitative case study approach. Data were collected through observation and in-depth interviews with key informants, including the vocalist, manager, and social media team of Groovin Buddy, as well as loyal audience members who have followed the band for the past six months to one year. The study focuses on communication strategies implemented between January 2024 and January 2025. The findings indicate that Groovin Buddy utilizes persuasive communication strategies through consistent Instagram content, interactive communication with audiences, and emotional engagement during both online and offline performances. Instagram functions not only as a promotional tool but also as an interactive communication channel that strengthens audience relationships and encourages positive electronic word of mouth. These strategies contribute to the formation of audience loyalty, reflected in frequent attendance at live performances, active engagement on social media, and audience-driven promotion through digital word of mouth. This study highlights the importance of digital marketing communication in the music industry, particularly the strategic use of Instagram in fostering audience engagement and sustaining fan loyalty within local music communities.*

**Keywords:** *Digital Marketing Communication, Social Media Marketing, Instagram, Audience Loyalty, Music Industry.*

## 1. INTRODUCTION

Digital marketing has become a central strategy in contemporary marketing practices, enabling organizations and creative industries to communicate with audiences more effectively through digital platforms. The rapid development of social media has transformed marketing communication from a one-way promotional activity into an interactive and relational process that allows brands and creators to engage directly with their audiences. Digital marketing communication enables organizations to build brand awareness, foster engagement, and develop long-term relationships with consumers through digital platforms such as social media, websites, and online communities (Dwivedi et al., 2021). In this context, social media has emerged as one of the most influential communication channels in shaping consumer perceptions and behaviors in the digital era.

Indonesia represents one of the fastest-growing digital markets in the world, with a significant increase in social media usage over the past decade. Recent data indicate that Indonesia has more than 143 million active social media identities, representing approximately 50% of the national population (ContentGrip, 2025). Among the various social media platforms available, Instagram has become one of the most dominant platforms used by individuals and organizations for digital marketing communication. Reports show that Instagram reached approximately 108 million users in Indonesia by the end of 2025, representing nearly half of the country's internet users (DataReportal, 2026). This significant user base highlights the platform's strategic importance as a medium for marketing communication and audience engagement in the Indonesian digital ecosystem.

Furthermore, Instagram has also become a key platform in digital advertising and brand communication in Indonesia. Data indicate that Instagram accounted for approximately 35.4% of total digital advertising expenditure among major social media platforms in Indonesia during the fourth quarter of 2025, making it the largest channel for digital advertising investment in the country (Databoks, 2026). The platform's visual-oriented interface, interactive features, and algorithm-driven content distribution enable businesses and creative actors to reach audiences more effectively while encouraging higher levels of engagement compared to traditional communication channels.

The growing importance of social media in digital marketing has also significantly influenced the music industry. The digital transformation of the music industry has reshaped the way musicians promote their work, interact with audiences, and build fan communities. Traditionally, musicians relied heavily on record labels, radio promotion, and live performances to reach audiences. However, digital platforms and social media have enabled artists to communicate directly with their fans, allowing them to cultivate more personal and interactive relationships with their audiences (Baym, 2018). Social media platforms provide musicians with opportunities to share content, promote performances, and maintain continuous interaction with audiences, ultimately strengthening fan engagement and loyalty.

Recent studies have also emphasized the role of social media in shaping music consumption and audience engagement. Social media exposure can significantly influence the discovery and popularity of music content, as digital platforms allow songs and artists to reach broader audiences through user interaction and content sharing (Winkler et al., 2024). Through social media platforms, musicians are able to create digital communities, encourage user participation, and stimulate electronic word of mouth (eWOM), which contributes to the expansion of their fan base and the sustainability of their careers in the digital music ecosystem.

In the Indonesian context, social media has become an essential marketing tool for musicians and independent bands, particularly for those operating within local music scenes. Independent artists often rely on social media platforms to promote performances, share musical content, and build relationships with audiences without relying solely on traditional

media channels. Digital platforms allow musicians to maintain visibility, communicate with fans in real time, and encourage audience participation through various forms of interactive content such as live streaming, short videos, and audience-generated content. These digital interactions play a crucial role in shaping audience engagement and fostering long-term audience loyalty.

One example of this phenomenon can be observed in Groovin Buddy, a local band that began as a home band performing regularly at Koup+ Coffee Shop in Galaxy Bekasi. Since its establishment on October 8, 2022, Groovin Buddy has actively utilized social media, particularly Instagram as its primary communication platform to interact with audiences and promote live music performances. Through consistent digital content, interactive communication, and audience engagement, the band has been able to build a loyal audience base both online and offline.

The use of persuasive communication strategies through social media plays a critical role in shaping audience perception and engagement. Persuasive communication involves the deliberate use of messages designed to influence attitudes, beliefs, or behaviors of audiences through strategic communication processes (Perloff, 2020). In the context of digital marketing communication, persuasive messages delivered through social media can strengthen emotional connections between creators and audiences, encourage audience participation, and foster loyalty through repeated engagement.

In addition to persuasive communication, word of mouth that particularly electronic word of mouth (eWOM) also plays an important role in expanding audience reach in the digital environment. Word of mouth refers to the process through which consumers share experiences, recommendations, or opinions about a product, service, or brand with others (Kotler & Keller, 2016). In the digital era, social media platforms facilitate the rapid dissemination of information among users, enabling positive experiences to spread organically and contribute to the growth of audience communities.

Although numerous studies have examined social media marketing strategies in various industries, research focusing specifically on digital marketing communication strategies in local music communities remains relatively limited, particularly in the Indonesian context. Previous studies have explored marketing strategies used by independent bands, influencer marketing, and marketing communication in the food and beverage industry; however, fewer studies have examined how persuasive communication strategies implemented through social media can contribute to building audience loyalty in local music scenes.

Therefore, this study aims to analyze the digital marketing communication strategies implemented by Groovin Buddy in building audience loyalty through social media engagement. By focusing on the role of persuasive communication, social media interaction, and word-of-mouth dynamics, this research seeks to contribute to the understanding of how digital marketing communication strategies can support audience development and loyalty formation within the contemporary music industry.

## **2. RESEARCH METHOD**

This study employs a qualitative research approach using a case study design to explore digital marketing communication strategies implemented by Groovin Buddy in building audience loyalty. A qualitative approach was selected because it allows researchers to obtain a deeper understanding of communication processes, audience interactions, and social dynamics within specific contexts (Creswell & Creswell, 2018).

The object of this study is Groovin Buddy, a local music band that performs regularly at Koup+ Coffee Shop in Galaxy Bekasi. The research focuses on communication strategies implemented between January 2024 and January 2025. During this period, the band actively

utilized Instagram as a digital marketing communication platform to interact with audiences and promote their performances.

Data were collected through several qualitative techniques, including observation, in-depth interviews, and documentation analysis. Observations were conducted during live performances and through monitoring the band's social media activities, particularly on Instagram. In-depth interviews were conducted with key informants consisting of the vocalist of Groovin Buddy, the band manager, and members of the social media team responsible for managing the band's digital communication. Additional interviews were also conducted with loyal audience members who have attended Groovin Buddy's performances regularly for at least six months to one year.

This study adopts a qualitative research approach as it aims to explore and understand the meaning, experiences, and perspectives of individuals involved in Groovin Buddy's digital marketing activities. A qualitative approach is considered appropriate because it allows for an in-depth exploration of communication strategies, audience engagement, and the formation of audience loyalty within their natural context. It also enables the researcher to capture complex social interactions and interpret how persuasive communication is constructed and received by the audience (Creswell & Creswell, 2018).

To ensure the validity and trustworthiness of the data, this study employed several validation techniques. First, data triangulation was applied by comparing information obtained from different sources (band members, management, social media team, and audience) as well as different methods (observation, interviews, and documentation). Second, theoretical triangulation was conducted by analyzing the data using multiple theoretical perspectives, including digital marketing theory, persuasive communication theory, and audience engagement theory. This approach allows the findings to be interpreted from different conceptual lenses, thereby strengthening the depth and credibility of the analysis. Third, member checking was conducted by confirming the interview results with the informants to ensure the accuracy and credibility of the data. Lastly, an audit trail was maintained by systematically documenting the research process, including data collection procedures, coding decisions, and analytical steps, to enhance transparency and dependability of the study (Creswell & Creswell, 2018; Miles et al., 2014).

The collected data were analyzed using qualitative data analysis techniques following the interactive model proposed by Miles and Huberman, which consists of data reduction, data display, and conclusion drawing/verification. Data reduction was carried out by selecting, focusing, simplifying, and transforming the raw data obtained from field notes, interview transcripts, and documentation. Data display was conducted by organizing the data into structured narratives and thematic categorizations to facilitate interpretation. Finally, conclusion drawing and verification were performed continuously throughout the research process to ensure the validity and consistency of the findings (Miles et al., 2014).

The analysis focused on identifying communication strategies used by Groovin Buddy in digital marketing activities, particularly in relation to persuasive communication elements such as message delivery, communication channels, audience interaction, and resulting audience responses. These elements were examined to understand how digital communication strategies contribute to audience engagement and the formation of audience loyalty.

### **3. RESULTS AND DISCUSSION**

#### **Results and Discussion**

The findings of this study reveal that Groovin Buddy implements a digital marketing communication strategy that integrates persuasive communication principles with social media engagement. Rather than relying solely on performance-based exposure, the band

adopts a hybrid communication approach that combines offline interaction with digital engagement, particularly through Instagram. This integration reflects a shift in the music industry, where audience relationships are no longer built exclusively through physical presence but are continuously maintained through digital touchpoints. The analysis is structured based on the persuasive communication framework consisting of source credibility, message strategy, audience characteristics, communication channels, and communication effects. Each element is critically examined to understand how digital marketing communication contributes to the formation of audience loyalty.

### **Source Credibility in Digital Communication**

Source credibility plays a central role in shaping audience perception and engagement, particularly in digital environments where audiences are exposed to an overwhelming amount of content. In the case of Groovin Buddy, credibility is not constructed through institutional authority or formal branding, but rather through authenticity, consistency, and interpersonal connection. Empirical findings from interviews indicate that audiences perceive Groovin Buddy as “real,” “approachable,” and “genuine.” This perception is rooted in the band members’ consistent behavior both on and off stage, as well as their willingness to engage directly with audiences after performances and through social media interactions. Unlike highly commercialized artists who often maintain a curated distance from their audience, Groovin Buddy adopts a relational communication style that reduces psychological distance. From a theoretical perspective, Perloff (2020) emphasizes that credibility is determined by perceived expertise, trustworthiness, and attractiveness. In the digital context, these dimensions are redefined through visibility, interaction, and transparency. Groovin Buddy demonstrates expertise through musical performance, trustworthiness through authentic communication, and attractiveness through their approachable and friendly persona.

However, what makes this case particularly significant is how credibility is extended into the digital sphere. Instagram serves as a space where the band continuously reinforces its identity through content that reflects their real-life interactions and personalities. This aligns with findings by Djafarova and Bowes (2021), who argue that digital audiences are increasingly skeptical of overly polished or commercial content and tend to trust communicators who appear authentic and relatable. Critically, the credibility of Groovin Buddy is not only constructed by the band itself but is co-created by the audience. Audience-generated content, such as Instagram stories and reposts, acts as social proof that reinforces the band’s credibility. This reflects a shift from traditional top-down credibility formation to a more decentralized and participatory model in digital marketing communication.

Furthermore, the study suggests that credibility in this context is dynamic rather than static. It is continuously negotiated through interactions, performances, and content sharing. This dynamic nature of credibility requires consistent effort and alignment between online representation and offline behavior. Any inconsistency could potentially weaken audience trust.

### **Message Strategy and Emotional Engagement**

The message strategy implemented by Groovin Buddy is fundamentally rooted in emotional engagement, positioning audience experience as the central focus of its digital marketing communication. Rather than relying on structured, persuasive promotional messages typically found in conventional marketing communication, the band adopts an experiential and relational communication approach. This strategy emphasizes the creation of meaningful emotional connections through both live performances and digital interactions, reflecting a shift in contemporary marketing paradigms from transactional to relationship-oriented communication.

Findings from this study indicate that Groovin Buddy consistently communicates a core identity encapsulated in the values of “fresh, fun, and friendly.” These values are not always explicitly articulated in verbal or written form; instead, they are implicitly embedded within the band’s overall communication style. This includes their selection of songs, stage presence, interaction patterns, humor, and the general atmosphere they cultivate during performances. Such implicit communication reflects a strategic use of symbolic messaging, where meaning is conveyed through experience rather than direct persuasion. From a theoretical perspective, this approach aligns with the principles of persuasive communication, particularly in the dimension of message construction as outlined by Perloff (2020). Messages that are emotionally appealing and contextually relevant are more likely to influence audience attitudes and behaviors. In the context of digital marketing, emotional resonance becomes even more critical due to the oversaturation of content across platforms. Audiences are more likely to engage with content that evokes feelings of joy, nostalgia, or personal relevance, rather than purely informational or promotional content. Supporting this argument, Ashley and Tuten (2015) found that emotionally engaging content significantly increases user interaction, including likes, comments, and shares, particularly on visually driven platforms such as Instagram. Similarly, Tafesse (2020) emphasizes that social media content that integrates emotional appeal with interactive elements can strengthen brand relationships and foster higher levels of engagement. In the case of Groovin Buddy, emotional engagement is strategically developed through the integration of offline and online communication channels, creating a cohesive and immersive audience experience.

Offline, emotional engagement is primarily cultivated through live performances. The band actively encourages audience participation by inviting them to sing along, engage in call-and-response interactions, and respond to humor and spontaneous dialogue. These interactions transform passive spectators into active participants, thereby increasing emotional investment in the performance. The use of humor, casual language, and relatable storytelling further enhances the sense of intimacy between the band and the audience. This finding is consistent with Baym (2018), who argues that in the digital era, musicians are not only performers but also relational agents who build ongoing connections with their audiences. Live performances, therefore, function not only as entertainment but also as a medium for relationship-building, which can later be extended into digital spaces. In this context, Groovin Buddy successfully leverages live performances as a foundation for emotional connection, which is then amplified through digital content. Online, emotional engagement is extended and sustained through Instagram, which serves as the band’s primary digital marketing platform. The band frequently shares content such as live performance clips, behind-the-scenes moments, casual interactions, and audience-generated content. These posts allow audiences to relive their experiences and maintain a sense of connection even outside the physical performance space. The use of Instagram Stories, Reels, and repost features further facilitates real-time interaction and reinforces the perception of accessibility and authenticity.

A key strength of Groovin Buddy’s message strategy lies in its emphasis on authenticity. The band deliberately avoids overly polished or highly scripted content, opting instead for a spontaneous and informal communication style. This approach aligns with contemporary social media trends, where users tend to prefer content that appears genuine and relatable. Djafarova and Bowes (2021) highlight that perceived authenticity plays a crucial role in influencing audience trust and engagement, particularly among younger demographics who are more sensitive to overly commercialized content. In the case of Groovin Buddy, authenticity is manifested through unfiltered content, candid interactions, and the consistent portrayal of the band members’ personalities. This creates a sense of transparency and relatability, allowing audiences to perceive the band not only as performers

but also as individuals with whom they can identify. As a result, the communication strategy fosters a deeper emotional bond that goes beyond mere entertainment.

However, while spontaneity and authenticity enhance relatability, they also present certain challenges from a strategic perspective. One critical observation from this study is that Groovin Buddy's content strategy lacks a high level of formal structuring and long-term planning. Although the band has implemented basic content planning frameworks, much of the content production remains reactive and situational. This may limit the scalability of their digital marketing efforts, particularly when aiming to reach broader or more diverse audiences. Chaffey and Ellis-Chadwick (2019) emphasize the importance of integrating structured content strategies within digital marketing communication to ensure consistency, brand coherence, and measurable outcomes. Without a clear content calendar, defined messaging pillars, and performance metrics, organizations may struggle to optimize their digital presence. In the context of Groovin Buddy, the reliance on spontaneous content may hinder the development of a more distinctive and competitive brand identity in the long term.

Another important dimension of Groovin Buddy's message strategy is adaptability. The band demonstrates a high level of flexibility in adjusting its communication style, song selection, and performance approach based on audience characteristics and situational contexts. For instance, performances at weddings or private events involve different messaging strategies compared to regular café performances. In more formal settings, the band tends to adopt a more structured and audience-sensitive approach, while in casual environments, they emphasize spontaneity and high-energy interaction. This adaptability reflects an understanding of audience segmentation, which is a fundamental principle in digital marketing communication. According to Chaffey and Ellis-Chadwick (2019), effective communication strategies require the ability to tailor messages to different audience segments based on their preferences, behaviors, and contextual factors. By adjusting their communication approach, Groovin Buddy is able to maintain relevance across diverse audience groups, thereby enhancing the overall effectiveness of their messaging. In addition to adaptability, the integration of verbal and non-verbal communication elements also plays a significant role in shaping message effectiveness. Verbal communication, such as spoken interactions and song lyrics, is complemented by non-verbal cues including eye contact, facial expressions, and body language. These non-verbal elements contribute to the emotional intensity of the performance and help convey messages that may not be explicitly articulated. Research in communication studies suggests that non-verbal communication can significantly enhance message persuasiveness by reinforcing emotional cues and increasing audience engagement (Burgoon et al., 2016). In the case of Groovin Buddy, the use of eye contact and expressive gestures creates a sense of direct connection with individual audience members, further strengthening emotional engagement.

Despite these strengths, a critical analysis reveals that Groovin Buddy's message strategy may face limitations in achieving long-term differentiation within the increasingly competitive digital music industry. While emotional engagement is effective in fostering loyalty among existing audiences, it may not be sufficient to attract new audiences at a larger scale. The absence of a clearly defined unique selling proposition (USP) or distinctive brand narrative could make it difficult for the band to stand out in a crowded digital environment. Furthermore, the reliance on experiential and implicit messaging may limit the band's ability to communicate specific value propositions to potential audiences who are not yet familiar with their performances. In digital marketing, clarity of message is essential not only for engagement but also for conversion, particularly when targeting new market segments.

Dessart, Veloutsou, and Morgan-Thomas (2019) argue that strong brand communities are built through a combination of emotional connection, shared identity, and consistent

communication. While Groovin Buddy has successfully established emotional connections with its existing audience, the development of a more structured and distinctive brand identity could further strengthen its position within the digital music ecosystem. In the Indonesian music industry context, where digital platforms such as Instagram and TikTok play a dominant role in artist promotion, the ability to balance authenticity with strategic communication becomes increasingly important. Musicians are required not only to produce engaging content but also to maintain consistency and differentiation in order to compete effectively in the digital space. Overall, the message strategy of Groovin Buddy demonstrates a strong alignment with contemporary digital marketing communication principles, particularly in its emphasis on emotional engagement, authenticity, and interactivity. The integration of offline and online communication creates a holistic audience experience that enhances loyalty and engagement. However, to sustain growth and expand their audience base, the band may need to complement its current approach with a more structured and strategically oriented content framework. This includes the development of clearer messaging pillars, stronger brand positioning, and more consistent content planning. By integrating these elements with their existing strengths in emotional communication, Groovin Buddy has the potential to enhance both the depth and breadth of its audience relationships in the digital era.

### **Audience Characteristics and Digital Engagement**

The audience of Groovin Buddy primarily consists of young adults who are highly active on social media and accustomed to digital interaction. This demographic is characterized by a preference for authenticity, interactivity, and experiential consumption. Hudson et al. (2016) argue that social media interaction plays a crucial role in shaping consumer-brand relationships, particularly among younger audiences who value engagement over passive consumption. This is evident in the behavior of Groovin Buddy's audience, who actively participate in both offline and online interactions. The findings reveal that audience loyalty is expressed through multiple forms of engagement, including repeated attendance at performances, active participation during shows, and continuous interaction on Instagram. This multidimensional engagement reflects a shift from traditional loyalty, which is often measured through repeat purchase, to a more complex form of relational loyalty that involves emotional attachment and active participation.

A particularly significant finding is the role of audience participation in content creation. Audience members frequently share their experiences through Instagram stories, tag the band, and contribute to the band's visibility. This behavior aligns with the concept of user-generated content, which has been shown to enhance credibility and engagement in digital marketing (Schivinski & Dabrowski, 2016). From a critical perspective, this reliance on audience-generated content represents both an opportunity and a risk. On one hand, it allows the band to expand its reach organically without significant financial investment. On the other hand, it reduces the band's control over its brand narrative, as audience-generated content may vary in quality and messaging.

Additionally, the study highlights the importance of emotional involvement in driving engagement. Audience members who feel personally connected to the band are more likely to engage in advocacy behaviors, such as recommending the band to others. This supports the findings of Lou and Yuan (2019), who emphasize the persuasive power of peer recommendations in digital environments.

### **Social Media as a Digital Marketing Channel**

Instagram serves as the primary digital marketing channel for Groovin Buddy, functioning not only as a promotional medium but also as a communication space that enables ongoing interaction with audiences. The band actively utilizes various Instagram features such as feed posts, stories, reels, and audience mentions to maintain visibility and

strengthen relationships with their followers. Through these features, Groovin Buddy is able to extend the experience of their live performances into the digital environment, allowing audiences to remain connected even outside of performance schedules. From a digital marketing perspective, Instagram offers several important advantages, particularly in terms of visual storytelling, immediacy, and the ability to distribute content through algorithmic systems. As a platform that prioritizes visual content, Instagram enables musicians to present their identity in a way that is engaging and easily understood by audiences. This is especially relevant in the music industry, where visual elements increasingly complement musical performance. Chaffey and Ellis-Chadwick (2019) explain that social media platforms support continuous interaction, which plays a key role in building long term relationships between brands and their audiences.

In the case of Groovin Buddy, Instagram functions as an extension of their stage presence. The content they share generally includes documentation of live performances, behind the scenes activities, casual interactions between band members, and moments involving audience participation. This type of content not only reinforces the band's identity but also allows audiences to revisit their experiences and maintain an emotional connection with the band beyond physical performances. The use of features such as stories and reposts further strengthens this connection by enabling real time interaction and giving recognition to audience contributions. This practice also highlights the role of audience participation in digital marketing communication. By reposting content created by their audience, Groovin Buddy incorporates user generated content into their communication strategy. This approach increases engagement while also creating a sense of inclusion, where audiences feel that they are part of the band's journey rather than simply observers. As a result, the relationship between the band and its audience becomes more interactive and participatory.

Within the broader context of the music industry, the presence of social media has significantly changed how artists and audiences relate to one another. Previously, communication was largely controlled by intermediaries such as record labels or media institutions. Today, artists are able to communicate directly with their audiences through digital platforms. Baym (2018) describes this process as relational labor, referring to the continuous effort required by artists to maintain relationships through interaction and content sharing. Groovin Buddy demonstrates this relational approach through their consistent engagement with followers. The band interacts with audiences through comments, direct messages, and interactive features such as polls and question boxes. These interactions contribute to a sense of accessibility and closeness, which strengthens emotional attachment. Communication in this context is no longer one directional, but takes the form of an ongoing exchange between the band and its audience. In addition, Groovin Buddy shows an understanding of how different platforms serve different purposes. Instagram is used primarily for branding and more structured content, where visual consistency and presentation are important. On the other hand, TikTok is used for more casual and trend oriented content that is aligned with the habits of younger audiences. This distinction reflects an awareness that each platform has its own characteristics and requires a different communication approach. This approach is in line with contemporary digital marketing practices, which emphasize the importance of adapting content to platform specific dynamics and user behavior (Chaffey & Ellis-Chadwick, 2019). By doing so, Groovin Buddy is able to remain relevant across multiple digital spaces while maintaining a coherent overall identity.

However, despite these strengths, the findings also indicate that the band's digital marketing strategy is still developing. While Groovin Buddy is consistent in posting content and engaging with audiences, there is limited evidence of structured planning based on data. For example, the use of analytics to evaluate content performance or to better understand

audience behavior does not appear to be fully utilized. From a strategic perspective, this can be seen as a limitation. Data driven approaches are important in digital marketing because they allow for more precise evaluation and improvement of communication strategies. Without the support of data, decisions are more likely to rely on intuition, which may not always lead to optimal outcomes. In addition, the absence of more advanced strategies such as audience targeting, content optimization, and paid promotion may limit the band's ability to expand its reach. While organic growth through engagement and recommendations from audiences remains valuable, the increasing level of competition in the digital music industry requires more structured and intentional strategies. Another aspect that can be further developed is the use of clear performance indicators. Although the band has established routines such as regular posting schedules, these do not necessarily provide a clear measure of effectiveness. Without specific benchmarks, it becomes difficult to assess whether the communication strategy is achieving its intended goals.

Even so, it is important to recognize that the current strategy has been effective within its context. Groovin Buddy has succeeded in building a loyal audience, maintaining engagement, and encouraging audience participation both online and offline. These outcomes suggest that the strategy they are using is appropriate for their current scale and environment. Looking ahead, further development in digital marketing strategy will be important if the band aims to reach a wider audience. This may include integrating data analysis, developing more structured content planning, and exploring more advanced digital marketing techniques. By combining these elements with their existing strengths in authenticity and emotional engagement, Groovin Buddy has the potential to strengthen both the depth and reach of their communication. In conclusion, Instagram plays a central role in Groovin Buddy's digital marketing communication. It functions not only as a promotional platform but also as a space for building and maintaining relationships with audiences. While the band has demonstrated a strong ability to engage audiences through authentic and interactive communication, a more structured and data informed approach will be important for supporting long term growth in the digital music industry.

### **Communication Effects and Audience Loyalty**

The communication strategies implemented by Groovin Buddy generate several measurable effects, particularly in terms of audience loyalty and engagement. Loyalty is reflected not only in repeated attendance at performances but also in active participation in digital communication and advocacy behaviors. Dessart et al. (2019) highlight that strong emotional relationships between brands and consumers lead to higher levels of engagement and loyalty. In the case of Groovin Buddy, this relationship is built through a combination of emotional communication, interactive engagement, and consistent digital presence.

One of the most significant effects observed in this study is the emergence of organic promotion through digital word of mouth. Audience members actively share their experiences and recommend the band to others, both offline and online. This form of promotion is particularly valuable because it is perceived as more credible than traditional advertising. From a critical perspective, the effectiveness of this strategy lies in its sustainability. Unlike paid advertising, word-of-mouth promotion is self-reinforcing and cost-efficient. However, it is also highly dependent on maintaining positive audience experiences. Any negative experience could quickly spread and impact the band's reputation. Another important effect is the expansion of professional opportunities. The band's growing audience base and digital visibility have led to invitations to perform at various events, including weddings and corporate functions. This demonstrates the tangible impact of digital marketing communication on career development within the music industry.

Nevertheless, it is important to note that audience loyalty in this context is highly relational and context-dependent. Loyalty is not solely based on the band's musical output but also on the overall experience and relationship built with the audience. This suggests that maintaining loyalty requires continuous effort and adaptation.

#### 4. CONCLUSION

This study demonstrates that digital marketing communication plays a crucial role in building audience loyalty within the contemporary music industry. Through the strategic use of Instagram, Groovin Buddy has successfully developed interactive communication with audiences and strengthened relationships within its fan community. The findings indicate that audience loyalty is influenced by a combination of factors, including source credibility, emotional message delivery, audience engagement, and the effective use of social media as a communication channel. Instagram functions not only as a promotional platform but also as an interactive space where relationships between the band and its audience are continuously maintained. Furthermore, digital word of mouth generated through audience participation contributes significantly to the expansion of the band's audience base. The integration of offline experiences and online engagement creates a sustainable communication ecosystem that supports long-term audience loyalty.

From a theoretical perspective, this study contributes to the understanding of how persuasive communication principles can be integrated with digital marketing strategies in the music industry. From a practical perspective, the findings highlight the importance of authenticity, consistency, and interaction in building meaningful relationships with audiences. Future research is recommended to explore comparative studies across different music groups or to examine the role of emerging platforms in shaping digital marketing communication strategies within the creative industry.

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