

ABSTRACT

Promotion of music events requires an effective communication strategy in order to achieve predetermined goals. This research analyzes communication strategies in the promotion of music events, especially through the Instagram platform. This research uses a descriptive qualitative method and an interpretive approach, with the aim of gaining an in-depth understanding of the communication strategies implemented by promotional actors, especially Oz. Crew. Furthermore, this research focuses on understanding the audience, market trends and appropriate media, as well as the steps taken by promotional actors, especially Oz Crew. Based on this, this research highlights strategic steps starting from research, planning, implementation, measurement and evaluation. Key factors include consistency, effectiveness, technology, collaboration with influencers, and regular evaluation. Furthermore, this research shows that the success of music event promotion is highly dependent on well-designed and implemented communication strategies. Through in-depth research, detailed planning, consistent execution, and careful evaluation, promotional teams can reach target audiences effectively and achieve their promotional goals. Academic recommendations include the development of specific theories, longitudinal studies, and the incorporation of quantitative and qualitative methodologies. On the practical side, this research encourages the use of technology, collaboration with influencers, and regular evaluation to increase promotional effectiveness. By providing practical guidance for music industry professionals, it is hoped that this research will enrich understanding of effective communication strategies in the promotion of music events in the future.

Keywords: *Music event promotion, communication strategy, Instagram*