

THE EFFECT OF MARKETING COMMUNICATION FOR WE THE FEST FESTIVAL ON VISITOR INTEREST IN NORTH JAKARTA

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ABSTRACT

In carrying out the process of organizing an event, marketing activities are needed with the help of marketing communication mix elements in accordance with the objectives and medium used. This goal is to attract visitors and make the event a success. With the use of the marketing communication mix in we the fest festival, it can increase awareness for potential visitors about the event to be held in order to stimulate sales, and inform potential visitors.

The purpose of this study was to determine whether there was an effect of marketing communications carried out by We the Fest festival with advertising, sales promotion, personal selling, and publicity on visitor interest in North Jakarta. This study uses Behaviorism theory, stimulus-response theory, and marketing communication mix to explain the stimulus carried out, namely marketing communication activities by the we the fest festival that can cause a response, namely interest in visiting.

In this study, the method used is a quantitative method with the type of explanatory survey research. Data collection techniques through questionnaires given to visitors to the festival we the fest in North Jakarta as many as 100 respondents. In the data analysis technique, validity and reliability tests are used, descriptive analysis, simple linear regression analysis, f-test, t-test, and coefficient of determination are used.

The results of this study show that the variable X (marketing communication) affects the variable Y (visitor interest) that is, there is an influence of marketing communications for the we the fest festival on the interest of visitors in North Jakarta. This is indicated by the results of the research on the marketing communication variable affecting the visitor interest variable by 56.5%.

The conclusion of this study is that by testing 100 respondents who visited the we the fest festival in 2018-2020, it was stated that there was an influence of marketing communications carried out by the we the fest festival on the interest of visitors in North Jakarta.

Keywords : *Influence, Marketing Communication, Visitor Interest, Festival*



INTRODUCTION

Jakarta is the capital of the DKI Jakarta Province and also the capital State of Indonesia. Jakarta is a metropolitan city in Indonesia that has a diversity of ethnicities, cultures, languages, religions, and lifestyles that differ from all regions in Indonesia. The city of Jakarta has tourist attractions and events that are very varied and well known to local people and foreign tourists.

In Jakarta we can see and attend various events, such as automotive exhibitions, fashion exhibitions, technology exhibitions, culinary festivals, music festivals and others. The definition of the event according to Kennedy (2009: 3) is an exhibition, show, or festival with the condition that there are organizers, participants, and visitors at the event. The success of an event cannot be separated from the existence of a marketing process that is carried out.

In marketing these events, the promoter or event organizer does marketing to offer products or services, as well as sell the products and services offered. Marketing also helps companies communicate with potential customers and build relationships with consumers.

According to Kotler and Armstrong (2014: 27) marketing is a process when companies create value for customers and build strong relationships with customers, in order to get back value from customers as a reward.

With these marketing activities, the company uses communication elements in marketing it. With the use of marketing communications, the marketing process can take place effectively through the chosen medium and in accordance with the objectives to be achieved. So that the marketing communication process can assist in the marketing process such as creating awareness and interest from

potential consumers for the products or services offered.

Marketing communication according to Kotler and Keller (2012: 476) is a means or container used by companies in trying to inform, persuade, and also remind consumers directly or indirectly about the products and brands or brands they sell.

Marketing communication has an important role for an event, namely to develop and increase awareness for potential visitors about the event to be held in order to stimulate sales, and inform potential visitors about the facilities and things that will be displayed to visitors.

One of the famous events in Jakarta that attracts the attention of local people and foreign tourists is the We the Fest Festival. Festival We the Fest was founded and managed by Ismaya Live. Ismaya Live is a subsidiary of the Ismaya Group which is engaged in the Event Organizer and is one of the pioneers in preparing big events to provide entertainment that attracts the attention of the Indonesian people.

Reporting from the official website of wethefest.com, Festival We the fest is a festival that has a concept in the form of music, art, fashion, and also food. We the fest Festival was held for the first time in 2014 until now. The We the fest festival is usually held every year, held in the summer (around July or August).

With the duration of the festival for two to three days. The We the fest festival is an interesting music festival because it presents a creative concept, in the form of a dress up concept with eccentric fashion. The outfits used are very diverse and varied, there is no limit to the concept.

We the Fest Festival takes place in the Jakarta, Indonesia. The festival was started at the East Parking Senayan, Jakarta. However, since 2017 the location



of the event has moved to the Jakarta International Expo, Kemayoran, Jakarta. The multi-genre festival features local musicians as well as international musicians who enliven the We the Fest festival.

We the fest festival gives visitors the option to attend the event with several categories available, namely General Admission, Early Entry, Group Package, Daily Pass, Very Important Banana, and Very Very Important Banana. Visitors can freely choose the day they want to visit in the festival.

The Very Important Banana and Very Very Important Banana categories have the advantage of being able to access more exclusive areas, such as the provision of lounges, bar facilities, toilets, and a special line for e-ticket redemption. In the Early Entry category, visitors are required to come to the event venue before 16.00 WIB. If not, then you have to pay approximately the price of the ticket that has been purchased. Meanwhile, in the General Admission category, they have more time to attend (tirto.id, 2019)

We the Fest festival also has unique and exciting entertainment objects for visitors. Starting from the WTF cinema club, which is an object that shows Indonesian and foreign short films, then Art Village. Art Village is a workshop to display a work of art.

In the next object, there is WTF Con, which is a place that displays various collaborations with Indonesian brands, and the culinary area served is Eats and Beats, in this object is the food and beverage area which is served deliciously and attractively, then the last object is a games area called Carnifun.

The holding of We the Fest from year to year has begun to increase in visitors, the We the Fest Festival in 2017 was attended by 50,000 spectators. This festival was also attended by the President

of Indonesia, Ir. Joko Widodo in 2017 and 2018, thereby adding to the enthusiasm and excitement of the festival. (kumparan.com, 2017)

We the fest 2019 also carried out the "Same can be the same" campaign in collaboration with the British Council to present a special area for visitors with disabilities, especially visitors with wheelchairs for the Stage is Banana stage area, as well as interpreters to interpret the performances of musicians on stage for people with disabilities, deaf disability. This adds to the popularity of the We the fest festival which is open to everyone. (cnn.com, 2019)

However, in 2020 with the Covid-19 pandemic in Indonesia, Ismaya Live decided to conduct a virtual concert system. This festival is held for free with the title "We the fest 2020 Virtual Home Edition" with digitally packaged events, We the fest presents a variety of content such as music, art, fashion, food and films. It was enlivened by the appearance of local and international musicians, as well as the Submit your music and Submit your art competitions which added to the excitement of the event. (Kompas.com, 2020)

Submit your music and Submit your art invites all young people to keep active even though they are at home, and this competition is an opportunity for musicians and graphic designers to be creative and develop their ideas. So that they will get the opportunity to appear at the we the fest virtual home edition festival, the participant's work will be used as one of the merchandise collections at the we the fest virtual home edition festival.

The success in increasing visitors at the We the Fest Festival is influenced by the creative and innovative marketing communications carried out by Ismaya Live in communicating to the audience. So



that it can attract attention and also build trust between the audience and Ismaya Live as the Event Organizer who organizes and also manages the We the fest festival.

We the fest uses and utilizes the role of social media as much as possible to communicate and market to the audience. This is a form of media campaign and also an effective way to promote the We the fest festival to social media users, as well as increase audience participation in interacting through social media.

In utilizing social media, Instagram, We the fest starts the campaign or promotion five months before the festival will take place. In their Instagram account, We the fest displays a variety of information through the Instagram feed. Starting with a list of performers who are informed in stages, ticket prices, location and time of implementation, documentation of throwbacks to We the fest from the previous year and also interesting posts about the excitement of We the fest festival.

Information uploaded through the we the fest Instagram account contains detailed and clear information, and uses an attractive display. So that in addition to making it easier for potential visitors to get information about the we the fest to be held, it also increases engagement with followers on Instagram because the content displayed also attracts interaction and communication with followers on Instagram we the fest.

The content includes uploads of local and foreign musicians who want to be invited and collaborate with the we the fest, anyone from the we the fest Instagram followers who will attend the festival, and light quizzes that are held like this example will be given. prizes in the form of tickets for the we the fest festival.

We the fest conducts marketing communications to promote and attract

local and foreign visitors to the festival. Marketing communications are carried out in the form of advertising, sales promotion, publicity, and also personal sales. Marketing communication carried out with advertisements broadcast on television as well as social media such as Instagram, Facebook, and Twitter displays messages in the form of promotions for the We the fest festival which has many interesting objects.

Sales promotions in the form of pre-sale ticket sales that offer discounts compared to normal prices, and there are also ticket purchase promotions such as "buy 3 get 2 free" with sales promotions in collaboration with online ticket sales parties such as go-tix, blibli.com, tiket.com, as well as ticket sales promotions in packages on the official website of wethefest.com

In personal sales of the festival, we the fest sells through ismaya group outlets. Such as sales at pizza outlets e birra, sushi groove, tokyo belly, blowfish, dragonfly, the people's café, and others. This personal sale is carried out by ismaya's salesperson by providing information about the we the fest festival that will be held.

At the festival publicity we the fest conducted partnerships with brands in Indonesia such as Clear, Indomie, Im3 Ooredoo, Gojek, and others. As well as doing it with partnership media such as IDN Times, Kompas, Prambors, and others, so that there is information and also news about the activities of the we the fest festival in these media.

The existence of digital activities carried out by the we the fest on its social media such as Instagram, facebook, and twitter also adds to publicity activities with very diverse and interesting content, as well as informative for followers on social media and potential visitors of the we the fest.



This marketing communication activity is carried out comprehensively so that the information disseminated is distributed to the audience as well as potential visitors with the main objective being to attract the audience to visit the We the fest. By conducting marketing communications through the media used to inform the audience.

Based on the explanation of the background above, the author reveals that there is a problem that encourages the author to conduct research. The problem in this background is whether there is an influence of marketing communications that have been carried out by the We the fest festival on the interest of visitors in North Jakarta.

This research was conducted to examine the marketing communication activities carried out by the We the fest festival. Can this affect the interest of potential visitors in the North Jakarta area. So that the problems in this research can be solved by research that is carried out objectively, systematically and using appropriate data and methods, so that it can be proven scientifically.

LITERATURE REVIEW

Theory of Behaviorism

Behaviorism theory was originally introduced by John B. Watson in 1878-1958. Behaviorism theory is a theory that studies behavior, behaviorism is better known as learning theory. This is because all human behavior is the result of learning through the reinforcement process. Learning is due to the interaction between stimulus and response. (Slavin, 2000:143)

Learning is an event of the formation of associations between events called stimulus (S) and response (R). Stimulus is a change from the external environment which is a sign to activate the organism to act or act, then the response is any behavior that is raised because of the

stimulus. (Thorndike, in Sugihartono 2007:91).

Behaviorism does not question whether humans are good or bad, rational or emotional, behaviorism only wants to know how their behavior is controlled by environmental factors, so that humans are seen as creatures who always try to understand their environment and creatures who always think (homo sapiens).

This theory assumes that human behavior is considered like a machine, so that the concept of a human machine (homo mechanicus) arises, namely how human behavior is driven, regulated and controlled by environmental factors. (Sham, 2011:75-76). The environment is an important factor in the formation of humans and the environment will also determine the direction of development of human behavior through the learning process.

According to Skinner, another factor that is considered important by the behavioristic school is the reinforcement factor. If reinforcement is added (positive reinforcement) then the response will be stronger, on the contrary if the response is reduced or removed (negative reinforcement) then the response will be even stronger. (Sugihartono, 2007)

Stimulus – Response Theory

According to Thorndike, a stimulus is anything that can stimulate learning activities such as thoughts, feelings, or other things that can be captured through the senses. Meanwhile, the response is the reaction that is raised by students when learning which is also in the form of thoughts, feelings, or movements (Suardi 2012:12).

The stimulus-response model (S-R) is the most basic communication model, this model is influenced by psychological disciplines, especially behavioristic



schools. This model describes the stimulus-response relationship, and this model also shows that communication is an action-reaction process. (Mulyana, 2008)

The stimulus-response model assumes that verbal words (oral and written), non-verbal cues, pictures, and certain actions will stimulate others to respond in a certain way. This process as an exchange or transfer of information or ideas, this process is also reciprocal and has many effects. Each effect can change the next communication act. (Mulyana, 2008)

The S-R model ignores communication as a process, especially with regard to human factors. There is an implicit assumption in this S-R model that human behavior (response) can be predicted. In short, communication is considered static. Humans are considered to behave because of external forces (stimulus), not based on their will, desire or free will. (Mulyadi, 2008)

Marketing communication mix

The development of increasingly diverse and innovative marketing communications has a very drastic influence on the process of marketing products and brands. The marketing communication used by the company is not only the use of advertising in electronic media, but with other integrated marketing communication mix elements. These efforts are carried out by combining marketing activities, in order to achieve maximum results.

According to Kotler and Armstrong (2008) the marketing communication mix is a combination of promotional elements in the form of advertising, sales promotion, personal selling, publicity, and others that are used by companies to communicate value to consumers and create relationships with consumers. consumers.

There are components of the marketing communication mix consisting of:

a. Advertising (Advertising)

Advertising is any form of non-personal presentation and is used to promote ideas, products, or services that are paid for by certain sponsors through available media. These media are broadcast media (television and radio), print media (newspapers, magazines, etc.), display media (billboards and posters). Advertising can provide broad exposure and be able to reach a diverse audience that is spread out geographically.

Advertisements displayed in the selected media must of course convey information to the public with the objectives to be achieved. This is in order to communicate and convince the audience about the advertised products and brands in order to form trust. The main purpose of advertising is to inform, persuade, and remind the audience about products, services and brands.

The purpose of advertising in informing the audience is by introducing the product so that the audience knows the details of the product or service and its uses, then in the purpose of persuading the advertisement to provide a stimulus to the audience to try and buy the product or service, and in the purpose of reminding the product and service to remain in the minds of and audience's mind.

b. Sales Promotion

Sales promotions are various stimuli that are carried out in a short time, used to encourage the process of selling and buying products or services, as well as attracting the attention of consumers. The form of sales promotion can be in the form of discounts, coupons, price packages, samples, and others.

Sales promotion also helps companies achieve goals, such as



increasing direct sales, increasing the appeal of new products and introducing new products to consumers with attractive offers, increasing brand awareness, then strengthening customer loyalty with various promotional sales offers. .

c. Personal Selling (Personal Selling)

Personal selling is an interaction that is carried out directly between the seller and the buyer, the interaction carried out by the company's salespeople to generate sales and also create relationships with consumers. In personal selling, each party can know the needs and characteristics of the other party and can align them.

d. Publicity (Publicity)

Publicity is a plan made by the company in order to create relationships with various groups, such as consumers, media, other companies, governments, to promote and get positive publicity so that it can provide a good corporate image. The elements in the publication can be in the form of press releases, sponsorships, publications, events, seminars, and others.

Publicity also tries to build good public opinion with trust, then helps introduce products, services, and brands that have not been maximally achieved by the components of the marketing communication mix that have been carried out, then are able to add popularity value through the elements of these publicity activities, and can handle unpleasant issues or rumors.

e. Direct Marketing

Direct marketing is a direct relationship with carefully targeted individual consumers to get an immediate response and create loyal customer relationships. The use of mail, telephone, fax, email, or the internet to communicate directly to request a response in the form of a dialogue with potential and specific consumers.

Marketing Communication

Marketing Communication is a combination of elements of communication and marketing. In general, the definition of communication is a process of delivering messages sent by the communicator or message sender to the communicant or recipient of the message, through a medium or channel so that the recipient of the message can receive well and respond to the message conveyed by the communicator.

According to Hovland, Janis, and Kelley (1995) (in Sendjaja (2014: 11) communication is a process that can be carried out by one or more people, where a communicator conveys a stimulus (usually in the form of words) and the communication process that occurs has a purpose. to change and create other audience behaviors.

In the marketing element, marketing has an understanding that the company's efforts to carry out activities to market, inform and communicate values, products, and brands to consumers so that they are widely known. Marketing according to Kotler and Keller (2012) is a social process consisting of individuals and groups to get what they need and want by making, offering, and exchanging products of value freely with others.

Marketing communication is the efforts made to persuade or persuade consumers by informing about the products or brands they sell to consumers and potential consumers, with the aim of raising awareness and also stimulating sales.

Marketing communication is a marketing activity that seeks to share information, influence or persuade, and also remind the target audience to be willing to accept, buy and be loyal to the products offered by the company concerned (Tjiptono, 2011: 219).





Marketing communication plays an important role for companies, because without a marketing communication process, the audience will not be able to find out information and the existence of products offered or sold in general to consumers. With this, companies began to carry out marketing communication activities to encourage an increasingly effective marketing process with marketing communication mixes that were in line with company goals.

Marketing communication has goals that can help companies market their products to the wider community, these goals are in the form of:

- a. Informing about products and brands with their advantages
- b. Creating feelings of interest in products and brands
- c. Creating consumer confidence in products and brands
- d. Can position products and brands in the top position

From these goals, marketing communication can also strengthen the company's trademark, so that it can create positive value in the minds of consumers and increase consumer loyalty, then marketing communications can increase product sales so as to increase company profits, then help companies to continue to develop ideas innovative and creative so that consumers remain interested in these products and brands.

Visitor Interest

Interest is related to the existence of a movement that motivates a person to deal with people, objects, activities, and experiences that are stimulated by the activity itself according to Crow and Crow (in Djaali: 2007). Interest is a feeling that shows interest and liking for something that comes from oneself and without any coercion.

Interest is a stimulus that comes from within (internal) that is strong and encourages action, the impulse is generated by positive stimuli and feelings about the product. (Kotler and Susanto, 2000). This interest is influenced by external factors that can influence a person's buying interest in a product or service. Interest is a sense of liking and a sense of attachment to a thing or activity, without being forced (Meisyaroh, 2018)

The first external factor is the attitude of other people that result in buying interest based on the magnitude of the influence of a person's negative attitude on the options that are of interest to consumers, and consumer motivation has an effect on other people related to their buying interest. Then the second is the existence of an unmotivated situation, which is a sudden situation that can indirectly change consumer buying interest.

Interest causes motivation in a person and becomes a desire, then finally acts to fulfill that desire. Visitor interest is analogous to consumer buying interest by Albarq (Albarq, 2014). Buying interest is something that is seen when receiving a stimulus from the product that is seen, then a desire arises to buy and own it (Kotler and Armstrong, 2012).

RESEARCH METHODS

The research method used is quantitative research methods. The research variables used in obtaining this research are Variable X: "marketing communication" and Variable Y: "Interest of visitors"

Collecting data in this study using a questionnaire that has been equipped with levels of answers as respondents' choices in answering the questionnaire questions. The questionnaire was prepared using a Likert scale, namely agreement with the criteria of STS: Strongly

Disagree, TS: Disagree, N: Neutral, S: Agree, and SS: Strongly Agree.

The sampling technique in this study used the Non Probability Sampling technique. Side non-probability technique is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2016:84).

The type of non-probability sampling technique used is the quota sampling technique, the quota sampling technique is a technique for determining the sample with certain considerations with the desired amount (quota). (Sugiyono, 2016:85). The number of samples determined in this study were 100 respondents according to the quota set.

The criteria for the respondents of this research are:

1. Respondents are at least 17 years old
2. Respondents who have visited or watched the We the Fest festival once a year from 2018-2020
3. Respondents residing in the North Jakarta area

RESULTS AND DISCUSSION

Based on the results of distributing questionnaires to 100 respondents who were visitors to the We the Fest festival in North Jakarta. It was found that respondents visited we the fest in 2018 by 42%, in 2019 by 46%, then in 2020 by 12%. Furthermore, with male gender by 50%, and also female by 50%. Then, at the age of 17-21 years as much as 26%, age 22-26 years as much as 72%, age 27-31 years only as much as 2%.

With the type of student or student work by 56%, then employees or entrepreneurs as much as 42%, then in other types of work it is 2%. From this description are the results of the

respondent's profile obtained through a questionnaire and processed using the SPSS version 26 application.

The results of the validity test on the X variable (Marketing Communication) and Y (Visitor Interest) were obtained for each item with valid results, namely the calculated r value > r table (0.444). Then, on the validity test of Cronbach's Alpha the X variable (Marketing Communication) and Y variable (visitor interest) resulted in a reliable value, which was > 0.60 (moderately reliable). From variable X produces a reliable value of 0.650 and variable Y of 0.781.

The results in the descriptive analysis also show that the X variable produces an average score of 4.19, which is classified on the "Agree" scale in the range of 3.40 - 4.20. With the largest score on the sub-variable "Publicity" with the item "Digital content done on social media (Instagram, Facebook, Twitter) attracts my attention" of 4.63.

On the results of the variable Y the results of the average score of 4.46, which means "Strongly agree" in the scale range from 4.20 to 5.00. With the highest score on the "Action" sub-variable, with the item "I watched the We the fest festival because I am interested" the score was 4.67, and the lowest score on the Y variable was 4.21.

The results of the partial test (t test) of the X variable (marketing communication) on the Y variable (visitor interest) produced a positive influence, namely there was an influence of marketing communication on the We the Fest festival on visitor interest in North Jakarta with a significance result of $0.000 < 0.05$, as well as with the results of the f test, it was found that the X variable had an influence on the Y variable, so there was an influence and relationship between the two variables.



Based on the correlation value between marketing communication and visitor interest, it obtained a value of 56.5% which means that the marketing communication variable contributes quite high to visitor interest. This shows that there is an influence of marketing communications for the We the Fest festival on the interest of visitors in North Jakarta.

The factor that influences the greatest visitor interest in the results of this study is the existence of publicity carried out in the form of digital content carried out on social media (Instagram, Facebook, Twitter) attracting the attention of visitors. These factors become one of the impetus that can affect the interest of visitors to the we the fest festival.

CONCLUSIONS AND SUGGESTIONS

The results of the validity and reliability tests on the independent variable (marketing communication) and the dependent variable (visitor interest) of each item showed valid and reliable results.

The results of the descriptive analysis showed that the two variables were of good value and also positive because they had an average belonging to the agree scale.

From the results of the f test and t test, it produces a positive significance value, so that the marketing communication variable on the visitor interest variable has a positive relationship and has a positive effect. From these results, it can be concluded that there is an influence of marketing communications for the We the Fest festival on the interest of visitors in North Jakarta.

As for suggestions from researchers, based on the results of the analysis of research that has been carried out, are

The researcher realizes that there are still many shortcomings in this research, the researcher hopes that the next research will be better in reviewing and studying the problems studied and can discuss more about the context of marketing communication, because the scope of marketing communication is broad.

Advice given by the author in this research is that the we the fest festival must have a variety of marketing communications and can communicate clearly and attractively so that potential visitors can find out about the marketing communication activities of the we the fest, and do it on an ongoing basis in order to complement and also supports the marketing communication activities that have been carried out.

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Hak Cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie)

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