

Below The Line: Media Strategy in Improving Promotion of Independent Choir In Surabaya.

Case Study: Concert of Coro Semplice Indonesia

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Abstrack

Coro Semplice Indonesia, an Independent Choir came from Surabaya, East Java, Indonesia, was formed by a few people who have the same desire to continue a hobby in the field of music. Choir has no institutions that have the capital, so the members have an active role to raise funds independently, to holding annual concerts. With the very limited funds, Coro Semplice Indonesia needs best media strategy to promote the annual concert. This study used qualitative methods with observation and analysis of media strategy, Below The Line, which was selected as the media messenger also quantitative with questioner to know which media has the best penetration for audience. The purpose of this study to determine what media has the most extensive range with the cheapest cost. Results showed that short messages service has the highest effectiveness of the message, to the personal and direct targeting of individuals system. This study is useful as a form of reference for the promotion of other organizations that have limited funding sources.

Keywords: Choir, Media, Advertising, Strategy

I. Introduction

Coro Semplice Indonesia is an Independent Choir who came from Surabaya, East Java, Indonesia. Choir was formed by a few people who have the same desire to continue working in the field of music. Currently, Coro Semplice has 40 membership who have a wide range of professional backgrounds such as singers, choir coach, teacher, lecturer, private sector, employees, and so on. These members are the alumni from various Universities who are not singing in their own University Choir again, but they still want to sing and go to the choir competition.

Coro Semplice Indonesia manage the organization independently. Management, and funds are not dependent specific policy from institutional agencies. As the Independent Choir, Coro Semplice Indonesia has no regular funding input from agencies such as the High School Choir or other University Choir. This choir get regular funding from members, the ministry of the church, fill the important events related to the government or private sectors.