

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.

Coro Semplice Indonesia has a very limited space funding. So that all of expenditure in each activity should think about its effectiveness. Included, in the ad spend such as the ad for Serata Di Canto concerts 2012, Ill Secondo concerts, 2013, and Canto Al Cielo concerts 2014. This concert activity to provide awareness of Coro Semplice to the audience also should invites the audience to attend the concert.



Picture 1. Coro Semplice Indonesia

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In addition, to appropriate communication strategies are also required proper media strategy. So the audience should get a good penetration ads with effective funds. It is interesting to study the the use of Below The Line. Media lower level that can provide great penetration effect for independent organizations such as Coro Semplice Indonesia.

There are research questions such as: which media has the effective reach? How will the media impact of the value of money?

II. literature and theory

Selection of a media campaign to Coro Semplice Indonesia is directly proportional to the amount of the costs incurred. Cost is a major consideration in determining the type of media which is able to penetrate the market with the right audience and effectively. Besides determining the scope, frequency and the influence of advertising that should be considered with caution.

According to Philip Kotler, 1991, there is a method of cost per thousand people, which is based on the amount of contact that occurs without regard to the quality of the contacts. This method is very easy to apply but it would be misleading if the audience is seen as a whole.

In this method a few things to consider include:

1. Reach, a number of individuals who are able to receive at least one time in the media exposure given period.

2. Frequency, how often the exposure performed in a given period.
3. Weight, how many total advertising and media used for market penetration.
4. Continuity, how much advertising budget allocated for the media.
5. The Recency, how close to the time of purchase the target audience should be exposed to the advertising messages.
6. Cost, what is the most economically justifiable way to Accomplish objectives.

The sixth point above a reference in determining the types of media, including advertising media launch strategy itself.

The next method is by matching audience and media characteristics. In his book, Marketing by Ali Hassan, another approach in determining the media is to approach the audience is concerned (Hasan, 2008). Ie by comparing the characteristics of the media with the characteristics of the audience.

1. Audience analyzed to determine the data in detail about who, where, when and how they move.
2. Seeing the media coverage particularly, Below the line.
3. Compare the information, audience and media characteristics to determine the choice of media.
4. Conduct a study on the media of other aspects, such as media habits of the target audience, type of product, form of the message, and the cost of the use of media.
5. The budget allocated to the media advertising.

Above The Line (ATL) and Below The Line (BTL) are two terms that often appear in the advertising world where each word Above and Below have a clear distinction but also confusing. Above The Line (ATL) advertising is where mass media is used to promote brands and reach out to the targeted consumers. Reviews These include conventional media as we know it, television and radio advertising, print as well as the internet. This is communication that is targeted to a wider spread of the audience, and is not specific to individual consumers. ATL advertising tries to reach out to the mass consumer as audience.

Below the line (BTL) advertising is more one to one, and involves the distribution of pamphlets, handbills, stickers, promotions, brochures placed at point of sale, on the roads through banners and placards. Also it could involve; product demos and Samplings at busy places like malls and market places or residential complexes. For Certain markets, like rural markets where the reach of mass media like print or television is limited, BTL marketing with direct consumer outreach Programmes do the make the most sense. (Manral, 2011)

Other BTL activities could include Roadshows, or moving hoardings with the ad of the product, and vehicles with promotional staff interacting with people demonstrating the product and distributing literature on the product. BTL advertising is advertising that uses less conventional methods of advertising that the specific channels of advertising that may or may not be used by ATL advertising to promote products and services.

Therefore, BTL is usually preferred because of related advertising budget. BTL is able to penetrate specific market needs and jelly.

III. Data

Targeting, Segmenting, Positioning.

Segmentation is crucial to divide the market into a buyer, who has needs, characteristics or behavior. It is different and may require separate products or marketing mix becomes more structured. Geographically, Coro Semplice Indonesia concert devoted to the people in Surabaya, while demographically divided by age range 15 to 35 years, sex is unlimited, the work is unlimited, monthly income above 3 million, with at least high school education, religion and race restricted.

Demographic variables is the basis for determining the most popular groups of customers, due to the desire needs, and consumer usage levels often correlate closely. Demographic variables are also easily measured than other variables. Even if the market segments are set on the basis of other (non demographic) demographic characteristics they should be known as well to assess the magnitude of the target markets and meet their needs efficiently.

In segmentation of psychographic, the buyer are divided into different groups based on social class, lifestyle, and personality. In Psychographic, the audience is specifically Choir music lovers, classical music, and vocal lover.

Coro Semplice Indonesia has a quite interesting target audience. If traced from the background singers who joined in Coro Semplice Indonesia, that each singer has its own mass. The singer who has a background as a professional singer has fans, a singer who has a background of choir trainer in university / church has an audience singers from each university / church, a singer who has a background as a vocal teacher has an audience of each student, as well as teachers / lecturers will have a university students. It is able to sharpen and focus the deployment of visual communications media ads.

Table 1. Coro Semplice Members

Doc. Coro Semplice Indonesia Commitee

No	Coro Semplice Members	Audiens (target)	Qty
1	Profesional Singers	Fans	2 persons
2	Conductor in University Choir	University Choir Members	4 persons
3	Conductor in High School Choir	High School Choir Members	5 persons
4	Conductor in Church	Church Members	4 persons
5	Vocal Teacher	Vocal Students	4 persons
6	Lecturer	Students	1 persons
7	High School Teacher	Students	1 persons
8	Other	Their friends/family	19 persons

In contrast by seeing members who joined in Coro Semplice Indonesia with other choir will have a favorable positioning. The main characteristics that appear from, this choir has a higher level,

from the age of members is mature than the university choir or High School choir. Furthermore Coro Semplice Indonesia have a better level of musicality, advance, visible from professional members who are associated with the music, as well as graduates of the university choir. Experience and materials choir must have obtained previously.

The age and high level of musicality that is owned by the member Coro Semplice Indonesia, the audience can reap the benefits of both in concert performances. Choir audience can be assured that the concert will have a very good quality so it can provide inspiration for other choir members.

Coro Semplice Indonesia has executed three times the concert, Serata di Canto 2012, III Secondo, 2013, and 2014 Canto Al Cielo. Serata di Canto was executed on June 23, 2012 in the Chapel of St. Hendrikus Surabaya, III Secondo has been implemented in the GKA Trinity Surabaya, while the third concert Canto Al Cielo held in Building Diagnostic Centre Surabaya on January 11, 2015.

All of the concert have BTL as promotional media, such as Poster offline and online series, Cover Photo in Facebook, SMS, or personal approach.

Offline Poster



Regular IDR. 35.000; VIP IDR. 50.000 until April, 28th 2012
reservations and registration:
BCA 782.0061521/ BII 1.090.47401.2; Francine Setiono (Reny)
phone 083857359391; mail: coro.semplice@gmail.com

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Picture 2. Poster Offline, Serata Di Canto Concert, Coro Semplice Indonesia

Doc. Coro Semplice

A poster is a “public” piece of paper conveying information through text (words) and/or graphic images (symbols or pictures). It’s usually designed to be displayed vertically on a wall or window and is large enough to be seen and read from a relatively short distance. Its main target audience is the person walking by. A poster must convey its message with immediacy and purpose, because people on the street are often in a hurry.

Posters are sometimes huge and can be seen from a long distance and may appear along highways (on bill boards) or on the sides of buildings. Posters may also appear in much smaller versions, sometimes like a postcard, and are called handbills. Whatever the size or shape, posters have a job to do and that is to convey information.

Posters carry many kinds of information:

1. they may call the population to rally, revolt or celebrate (e.g. political or propaganda posters)
2. they may alert citizens to health hazards or the presence of other dangers in the community (e.g. educational posters)
3. they may announce the coming of a wonderful theatre, music or dance performance (e.g. marketing posters)

All effective posters must:

1. grab attention
2. entice to read the information they display
3. present the information clearly and fully, so that audience understand what the poster wants to say
4. convince you to rally, revolt, take part, take precautions, be on the lookout or buy a ticket.

The marketing poster is an important tool in most campaigns to sell arts events to the public. Offline poster, a media printed on A3 paper using the Art Paper 210 grams. Visual characteristics posters always look elegant and dealt with very well by the designer. It is very good to enhance the impression of an expensive third concert was using the media Below The Line in the form of posters published once and posted in churches, high schools, and universities. Media is able to reach a specific audience, where the audience can digest the message well, but will be constrained by the audience casually reading activities. Poster has good graphics, able to attract the attention of the audience because of their good color, high trust, and able to perform a simple direct approach.

1. Reach, this poster is printed and affixed at every university in Surabaya such as ITS, Airlangga University, UBAYA, PETRA, UPN, UPH, Brawijaya University, Muhammadiyah University as well as several high schools in Surabaya. It also places a course in music and church members of Coro Semplice.

2. Frequency, this poster will be taped for 3 months before the concert took place.

3. Weight, this poster is printed in one series only.

4. Continuity, with printing costs amounting IDR.2500 and printed in 50 copies, it costs as much as IDR 125,000

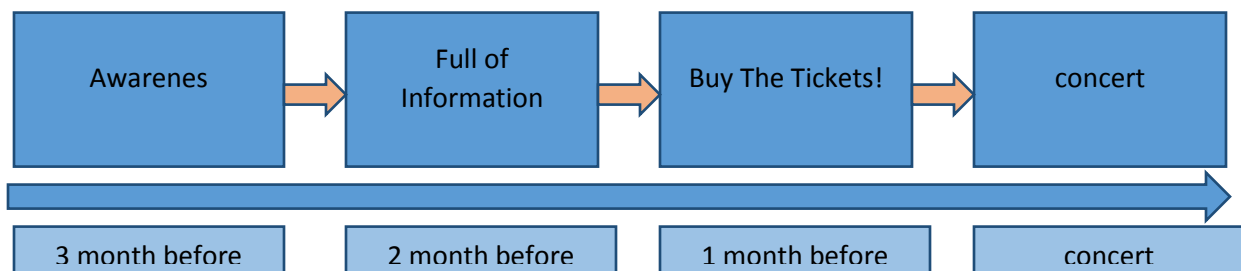
5. The Recency, the audience will see the poster occasionally while ago, but the posters will have a high level of legibility

Online Poster

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media. (Wigmore, 2014)

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. According to statistics from the Nielsen Group, Internet users within the United States spend more time on Facebook than any other website.

In addition the committee is also to penetrate poster uploaded on the Facebook page for 3 times the frequency in the span of three months before the concert performed. The first poster containing information about the concert to be held and launching early bird tickets. The first poster is working to increase awareness of the concert audience. Audience gets first information about the title of the concert. The second poster in the social media contain more detailed information such as the date, the place, the price of regular tickets, the customer, sponsor and address registration and ticket bookings .. While the third poster shows solicitation to buy tickets, more hardsell to increase sales. Solicitation to buy so as not to run out immediately issued on the third poster.



Picture 3. Poster Offline, Serata Di Canto Concert, Coro Semplice Indonesia

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1. Reach, an online poster range is very wide. Each member of Coro Semplice Indonesia given the material to upload each poster and provide a "tag" to any potential friend. This potential friend in accordance with the choice of each member of which is considered to have good prospects for a concert. The nature of social media is able to provide a great impact because it has a range of chain so that outside the target audience will be able to see well.

2. Frequency, this poster will be displayed 3 times every month until the concert took place.
3. Weight, online posters will be published 3 times in a row with different visual. In addition to providing effects that make the audience read verbal message repeatedly, with different visual impression is able to foster a dynamic and not monotonous.
4. Continuity, poster online does not require any special costs. Publication only requires an Internet connection that takes the pulse or wifi connection is free to upload materials online.
5. The Recency, the audience will feel personally approached when each member Coro Semplice Indonesia marks the tags on each audience. This online poster will appear in the audience social media pages continue.



Picture 4. Poster Online, Serata Di Canto Concert, Coro Semplice Indonesia

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Picture 5. Poster Online, Il Secondo, Coro Semplice Indonesia

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**GRAB IT!
FAST!**
OUR TICKETS

cp & tickets

Ican
081 357 316 865 & 031 376 5804
Or easily contact our member
nearby you.



Picture 6. Poster Online, *Il Secondo*, Coro Semplice Indonesia

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The influence of social media is very large, the audience are able to easily access the poster. This poster will have a very high degree of legibility with the possibility of legibility are repeated every time.

Social Media Photo Cover



Picture 7. Poster Online, Serata Di Canto Concert, Coro Semplice Indonesia

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Furthermore, social media Cover Photo is also designed to be mounted on the front page of each media sosial singers, especially Facebook. The cover photo is static and only on show during a span of promotional event, which is 3 months.

1. Reach, cover social media will be seen by the audience when it was first uploaded on social media pages. In addition, if there is an audience / Facebook friends who access the member will see the cover page for the first time. First impression is capable of providing a visual experience to the audience.
2. Frequency, cover social media can only be accessed one time only, coupled with the possibility of access to the page by the audience members.
3. Weight, this cover is passive course, these cover only issued one time.
4. Continuity, no specific costs to be incurred only for the toll fee and free internet.
5. The Recency, this medium only as a reminder, or as an introduction to other more media could invite or provide other information.

Short Messages Services

SMS stands for short message service. SMS is also referred to as texting, sending text messages or text messaging. The service Allows for short text messages to be sent from one cell phone to another cell phone or from the Web to another cell phone.

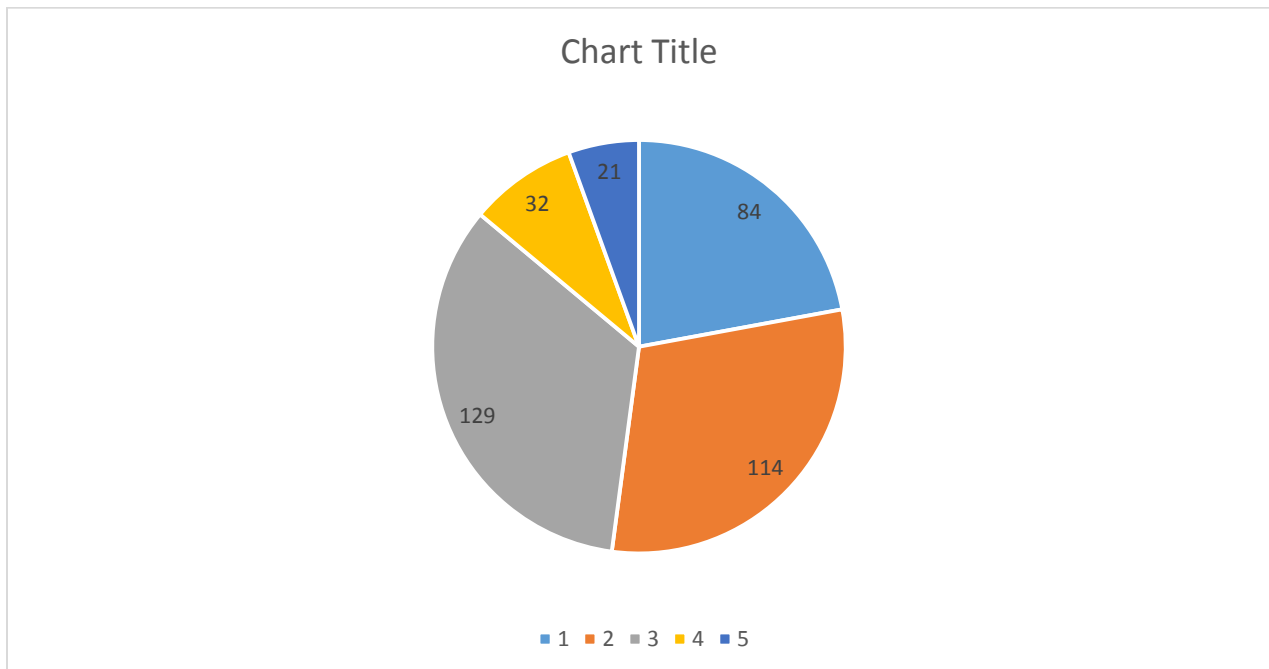
Including spaces, text messages traditionally can not exceed 160 characters. Often SMS messages use T9 predictive technology. T9 makes text messaging faster and more efficient on non-QWERTY cell phones without full keyboards.

While the bulk of a cell phone bill typically is its usage of data or voice minutes, text messages are either included in the voice plan or are added as an extra cost. SMS messaging is used pervasively around the globe.

Coro Semplice Indonesia provide a chain SMS to its members for disseminated to an audience. This SMS contains an invitation to immediately buy concert tickets. SMS usually in spread in the range 1 week prior to the concert.

1. Reach, SMS are received directly to an audience of all in the span of time before the concert, but did not rule sms members also provide the same for the second time.
2. Frequency, SMS are received by all.
3. Weight, 1 SMS verbal kind.
4. Continuity, IDR100 per sms.
5. The Recency, this determines the media in recent times purchase concert tickets.

IV. Methods



Picture 8. Diagram shows Poster Offline (84), Poster Online (114), SMS (129), Cover (32), other (21)

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Audiences are given a simple questionnaire that contains open questions about where the information obtained about the concert, how to get tickets, the motivation to concert, the impression gained after seeing a Coro Semplice Indonesia concert. The focus of this research is the question of where the information obtained about the concert. The question is very clear reference to the media campaign that has been published by Coro Semplice Indonesia to attract an audience. 380 questionnaires were distributed to the audience that has watched the concert Coro Semplice Indonesia.

Results showed that 84 people get information from offline poster, 114 people get information from online poster in social media, 32 people get information from the cover, 129 people get information from sms, and 21 people answered others are invited by a friend, join family, and do not know.

It shows that SMS has the highest rank as the most capable of bringing media audience. SMS is a medium that right on target, because it is directly sent by the singer to whom have the desire to watch the concert. After the concert information is given, and audience members can continue direct interaction with answering questions. Questions are answered personally able to generate trust between audiences with members of Coro Semplice. In addition, SMS has the high Readability level, the message is solid and able to provide concert tickets warnings purchase directly.

Media get a least response is the social media cover. The passive and incomplete material, makes this media have a response as 32 people only. This media is considered monotonous because of the lack of significant updates for 3 months. On the other hand the media is able to provide a warning to the audience who opening the Coro Semplice members social media pages. The warning was able to give direction to the audience to read or access other media fuller.



Picture 9. Cover Ill secondo, Coro Semplice Indonesia

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Table 2. Media Analysys

No .	Media	Timing	Frequency	Price (IDR)	Respond	Negative	Positive
1.	Offline Poster	Early	1 time	125.000	84	<ul style="list-style-type: none"> - Limited opportunities for expansion of advertising messages - Accuracy readings less 	<ul style="list-style-type: none"> - Best Graphic - Big size and colour - Reproductive high confidence - The direct approach
2.	Online Poster	Early-Middle-Last	3 times	none	114	<ul style="list-style-type: none"> - Abandonment if the same material 	<ul style="list-style-type: none"> - High Option - Low Cost - Interactive - The direct approach
3.	Cover	Early-Middle-Last	1 time	none	32	<ul style="list-style-type: none"> - Abandonment if the same material - Passive 	<ul style="list-style-type: none"> - As good reminder - Introduction to other media
4.	SMS	Last	1 time	100	129	<ul style="list-style-type: none"> - Short-term - Less spread between the audience - high selection audience - Less visual fun - Grouping of messages and exposure 	<ul style="list-style-type: none"> - Right on target - Interactive can be personalized - High Readability - High Trust - Many users - Simple Direct Approach

V. **Discussion**

BTL is an excellent choice for organizations that have limited funds such as Coro Semplice Indonesia. Among the various options BTL, SMS and Poster Online is a good penetration to the choir audience. However, it should be observed between these two media, but SMS has the highest level of effectiveness because of a wide level range, low cost, good interaction from the audience, right on target, Interactive, High Readability, High Trust, is a good variable of promotion via SMS.

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