
**DIGITAL MARKETING STRATEGY AT SOD GROUP IN INCREASING
INTEREST IN PURCHASING CONCERT TICKETS
SOUNDS OF DOWNTOWN FESTIVAL IN SURABAYA**



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Abstract

The existence of business development supported by technology has become the backbone for many companies that want to survive and thrive in the midst of increasingly rapid business changes by implementing digital marketing in their business. Companies can implement digital marketing as part of their strategy to keep up with fast-moving market trends. This research highlights SOD Group's digital marketing strategy in increasing interest in purchasing Sounds Of Downtown Festival concert tickets. The purpose of this research is to analyze the effectiveness of digital marketing strategies implemented by SOD Group in influencing concert ticket purchasing decisions. The type of research used is qualitative research with a descriptive approach. The data analysis method used is SWOT analysis to identify strengths, weaknesses, opportunities, and threats. The results of the research analysis using the IFAS and EFAS tables show that Sounds Of Downtown Festival has four main factors. Strength factors with a total score of 3.09, weakness factors get a total score of 0.38, opportunity factors get a total score of 2.12, and threat factors have a total score of 0.80. Based on the consequences of the SWOT line, Sounds Of Downtown Festival is in quadrant I with a value of (X;Y) (2.71 - 1.32) which indicates a strategic position to implement aggressive strategic planning.

Keywords: Digital Marketing, SWOT Analysis, Purchase Intention, Sounds of Downtown Festival

INTRODUCTION

The development of globalization, which is marked by rapid technological advances, influences various fields, especially the economy. Changes in the era of globalization and technological balance can be seen with the emergence of digital marketing or digital marketing as one of the main strategies in reaching consumers. Digital marketing includes all marketing activities carried out through digital platforms, such as social media, email marketing, content marketing, and e-commerce platforms. Each platform has unique characteristics that allow businesses to deliver marketing messages in more diverse ways, and reach a wider and more diverse audience (Awa, et al., 2024).

Digital marketing is something that utilizes social media or internet as a means to promote products. Social media has benefits that range from activities related to e-commerce and product promotion. The appeal of advertisements that can attract consumers' interest in a product has the same value as the product itself in attracting customers. In addition, the brand image of a product also has a significant impact on the consumer's preference in choosing a product that is of high quality and in line with the customer's preferences. Thus, advertising appeal and product brand image play a key role in attracting consumers to buy a product (Agustin, et al., 2023).

Based on data quoted from the website www.slice.id (2024), that the most popular social media platform in Indonesia in 2024 will be dominated by YouTube with 139 million users, followed by Instagram 127 million, Facebook 118 million, and TikTok 101 million. Meanwhile, other social media such as Pinterest 26 million, Twitter 25 million, and LinkedIn 22 million will still be the choice of Indonesians. This indicates that video and streaming (YouTube and TikTok) as well as social networking platforms (Instagram and Facebook) will continue to dominate the Indonesians' preference in using social media. This can lead to opportunities for business behaviorists and digital marketers in Indonesia in 2024 will be even more diverse along with the increase in the number of social media users. Businesses can utilize these platforms for branding, product promotion, and other digital marketing activities to reach an increasingly diverse and dynamic audience.

Digital Marketing is not only used as a means of marketing products or services, but also as a platform or digital tool that facilitates the marketing process with the ultimate goal of accommodating interactions with consumers and generating engagement in the form of consumer loyalty. Effective digital marketing strategies can help companies increase their business awareness, balance their relationships with customers, and ultimately increase their revenue (Aryanto, 2021). It can be seen that with the existence of digital marketing, provinces can promote a variety of merk while increasing pre-life and revenue. With the business balance that is driven by technology, now marketing promotion is also used by promoters or business behaviorists in the physical industry.

Musical festivals in Surabaya are not only a means of entertainment, but also a place for new and established artists to showcase their works to the public. Someone who may be feeling bored or under pressure can consider attending a music festival as a way to unwind and spend quality time with friends. (Maharani, 2024). One of the festivals in Surabaya that utilizes digital marketing as a means of promotion is the SOD Festival where the festival is under the auspices of the SOD Group. Sounds Of Downtown Festival or commonly known as SOD Fest is one of the most popular vintage festivals in Surabaya organized by SOD

Group. Established in 2022, SOD Group is a company that focuses on the two worlds of hospitality and other creative industries, especially in the organization of physical festivals with the vision of balancing sustainable and timeless lifestyle globally in the lifestyle, hospitality & entertainment industries.

This research aims to analyze digital marketing as a promotional strategy at Sounds of Downtown music festival in Surabaya City organized by SOD Group. Specifically, this research examines how the utilization of social media platforms such as Instagram, X (Twitter), and TikTok in increasing brand awareness and attracting potential visitors. In addition, the author will also identify the internal factors and external factors of the promoter by analyzing using SWOT to find out the factors that affect the promoter. The results of the research are expected to provide practical contributions for music industry players and festival organizers in optimizing digital marketing strategies to increase consumer engagement and festival visitor loyalty.

REVIEW OF LITERATURE

Marketing is a social process in which individuals or groups fulfill their needs and wants through the creation, distribution, and sale of products that have value to others. This process includes various activities related to the distribution of products or services from producers to consumers. Marketing is a process of transferring goods or services from the hands of producers to the hands of consumers. Nowadays, marketing is no longer just about selling products through media, but is more focused on fulfilling the needs and satisfaction of consumers (Ngatno, 2020).

According to Santi & Kusumasari (2024), the transformation of traditional marketing to digital marketing is the result of the advancement of technology and changes in consumer behavior that are supported by technology. Currently, Indonesia has adopted a global marketing strategy by making the transition from traditional (offline) to fashionable and digital (online). Traditional marketing relies more on digital and electronic media such as television and radio to reach out to audience directly in their daily lives. In the meantime, digital marketing utilizes internet technology and online media to reach out to audience, where some digital strategies even require minimal costs or even free of charge. Indirectly speaking, digital marketing allows for more efficient and efficient information dissemination.

According to Septyadi, et al., (2022), purchase intention is a consumer's desire to make a purchase that arises after they have carried out pre-purchase activities, such as seeking information about their needs and products that can meet these needs. Purchase interest does not only arise due to awareness of needs, but is also influenced by marketing efforts, such as advertisements on television, social media, and other platforms. In addition, there are external influences where the influence is a form of word of mouth communication, one of the marketing tools that occurs when consumers share experiences and introduce products verbally by word of mouth to their interlocutors.

RESEARCH METHOD

The type of research used in this study is descriptive observational qualitative research. This method was chosen because it is easier to interact with sources and provide more complex answers to conclude the research results. In this study using data collection techniques, namely snowball sampling techniques. Data collection in qualitative research is usually done through interviews, literature studies, and documentation. The position of the researcher in this study is as the main instrument that blends with the observed data sources, then the data generated in the form of answers to interview questions, actions observed by researchers and equipped with additional documents to support research. The data analysis technique used in this research is SWOT analysis which aims to identify strengths, weaknesses, opportunities and threats.

RESULTS AND DISCUSSION

By using effective digital marketing strategies through Instagram, X (Twitter), and TikTok platforms, Sounds Of Downtown Festival succeeded in attracting a wider audience and increasing the engagement of potential audiences, especially East Java residents. Sounds Of Downtown Festival successfully utilized the strengths of each platform to increase awareness, engagement, and consumer buying interest. The utilization of social media not only functions as a means of communication, but also as a promotional tool that has a direct influence on the increase in the number of tickets sold at each volume of the festival. The following table shows the increase in the number of tickets sold at each volume:

Tabel 1.
Increase in Sales Volume

Volume Festival	Date & Location	Number of Guest Stars	Number of Tickets Sold
Sounds Of Downtown Festival Vol. 1	22 Mei 2022 – Bengkel Space, Jakarta	6	± 5.000 Tickets
Sounds Of Downtown Festival Vol. 2	7 Agustus 2022 – Jatim Expo, Surabaya	7	± 12.000 Tickets
Sounds Of Downtown Festival Vol. 3	17 – 18 Desember 2022 – Lapangan Bhumi Marinir Karangpilang, Surabaya	18	± 50.000 Tickets
Sounds Of Downtown Festival Vol. 4	18 – 19 Februari 2023 – Lapangan PRPP, Semarang	14	± 30.000 Tickets
Sounds Of Downtown Festival Vol. 5	5 – 6 Agustus 2023 – Lapangan Bhumi Marinir	23	± 50.000 Tickets

	Karangpilang, Surabaya		
Sounds Of Downtown Festival Vol. 6	2 – 4 Agustus 2024 – Lapangan Bhumi Marinir Karangpilang, Surabaya	34 Nasional 1 Internasional	± 80.000 Tickets

Source: Researcher Data (2025)

Sounds Of Downtown Festival concert ticket sales data shows significant growth from Volume 1 to Volume 6. Starting from 5,000 tickets sold at the first event in Jakarta (2022), sales rose to 12,000 tickets when moving to Surabaya (Volume 2). The peak of growth occurred in Volume 3 when 50,000 tickets were sold due to the addition of a line-up of musicians that could attract potential audiences. Despite a decline when moving to Semarang (Volume 4), SOD Group managed to optimize its digital marketing strategy and return sales to 50,000 tickets on Volume 5, which was held in Surabaya. The pinnacle of success was reached at Volume 6 in 2024, where the festival managed to set a sales record of 80,000 tickets, an achievement supported by the presence of international musicians and several well-known partnerships.

Internal Factor Analysis

Before doing the calculation, the author describes each of the company's strategic factors which are entered into the IFAS (Internal Factor Analysis Summary) table and then weighted based on their level of importance. The following are the results of the weighting and assessment carried out to identify the company's strategic factors.

Tabel 2.

Tabel Matrix IFAS (Internal Factor Analysis Summary)

No.	Strength	Weight	Rating	Score
1	A renowned annual festival in East Java.	0,17	4	0,68
2	Unique festival concept.	0,16	4	0,64
3	Effective digital marketing strategy.	0,15	3	0,45
4	Implementing ticket sales in stages.	0,17	4	0,68
5	Adequate facilities.	0,16	4	0,64
Total Strength Factors		0,81		3,09
No.	Weakness	Weight	Rating	Score
1	VIP area security is not tight enough.	0,10	2	0,20
2	The placement of the parking lot to the venue is very far.	0,09	2	0,18
Total Weakness Factors		0,19		0,38
Total Internal Factors		1,00		3,47

Source: Researcher Data (2025)

Based on the analysis results in Table 1. IFAS Matrix, the total score value for strength factors (Strength) is 3.09, while for weakness factors (Weakness) is 0.38. This means that the total value of the activity score (Strength) is +2.71 more, compared to the total score of Weakness (Weakness).

External Factor Analysis

The author needs to describe each of the company's strategic factors which are entered into the EFAS (External Factor Analysis Summary) table and then weighted based on their level of importance. Weighting and assessment are carried out to determine the most significant strategic factors of the company.

Tabel 3.
Tabel Matrix EFAS (External Factor Analysis Summary)

No.	Opportunity	Weight	Rating	Score
1	Conduct merchandise development.	0,13	3	0,39
2	Collaborate with international musicians.	0,16	4	0,64
3	Collaborate with top brands.	0,15	3	0,45
4	Promote local economic growth.	0,16	4	0,64
Total Opportunity Factors		0,60		2,12
No.	Threats	Weight	Rating	Score
1	Increased competition of large-scale music festivals in Surabaya City.	0,11	2	0,22
2	Delay in event rundown.	0,09	2	0,18
3	Bad weather factor.	0,10	2	0,20
4	Potential for riots and emergency incidents at the event location.	0,10	2	0,20
Total Threats Factors		0,40		0,80
Total External Factors		1,00		2,92

Source: Researcher Data (2025)

Based on the results of the calculation analysis in table 2. EFAS Matrix, the total score value for the Opportunity factor is 2.12, while for the Threats factor is 0.80. This means that the total score of Opportunity is +1.32 more than the total score of threats (Threats).

Diagram SWOT

Based on the results of the analysis of internal and external strategic factors that have been carried out at Sounds Of Downtown Festival, the total score of internal and external strategic factors can be found as follows:

Tabel 4.
Total Score of Internal & External Strategy Factors

No.	Internal Strategy Factors	Score
1	Total Strengths	3,09
2	Total Weakness	0,38
Total Internal Strategy Factors		3,47
Internal Factor Difference (Strength - Weakness)		2,71
No.	External Strategy Factors	Score
1	Total Opportunity	2,12
2	Total Threats	0,80
Total External Strategy Factors		2,92
External Factor Difference (Opportunity - Threats)		1,32

Source: Researcher Data (2025)

In the table above, it can be seen the total difference in factors that will be used for making SWOT diagrams to determine the strategic position of Sounds Of Downtown Festival in Surabaya City. In the SWOT diagram, the X-axis is shown to describe the internal factors consisting of strengths (Strength) and weaknesses (Weakness). While the Y-axis on the diagram is shown to describe external factors which include opportunities (Opportunities) and threats (Threats) faced by Sounds Of Downtown Festival.

After calculating the difference between internal and external strategic factors, the results are then entered into a SWOT diagram which can be seen as follows:

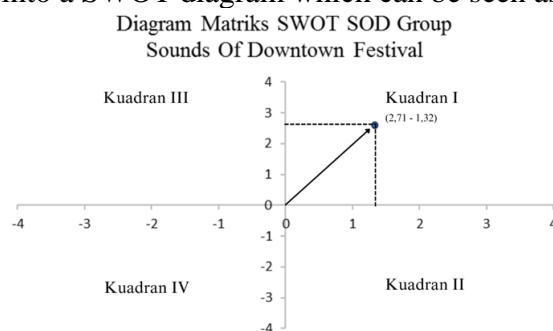


Figure 1.

Sounds of Downtown Festival Matrix Diagram

Source: Researcher Data (2025)

Based on the results of the SWOT matrix in the diagram above, it can be concluded that Sounds Of Downtown Festival is in quadrant I with a value (X;Y) of (2.71 - 1.32), indicating the implementation of an aggressive strategy. An aggressive strategy is a strategy that produces a plan by utilizing strengths to become a winner. This shows that Sounds Of Downtown Festival has an internal foundation that can be optimized to take advantage of various opportunities that exist to increase audience engagement and being able to compete with similar competitors.

SWOT Strategy Alternatives Matrix

After calculating the total score of the internal and external factors previously described, the SWOT matrix will be compiled to analyze the alternative strategy matrix SO (Strengths - Opportunity), WO (Weakness - Opportunity), ST (Strengths - Threats), and WT (Weakness - Threats). Following are the results of the analysis of the alternative SWOT strategy matrix:

Tabel 5.

SWOT Strategy Alternatives Matrix

IFAS	<p>STRENGTH (S)</p> <ol style="list-style-type: none"> 1. A renowned annual festival in East Java. 2. Unique festival concept. 3. Effective digital marketing strategy. 	<p>WEAKNESS (W)</p> <ol style="list-style-type: none"> 1. VIP area security is not tight enough. 2. The placement of the parking lot to the venue is very far.
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<p>EFAS</p>	<p>4. Implementing ticket sales in stages. 5. Adequate facilities.</p>	
<p>OPPORTUNITY (O)</p> <ol style="list-style-type: none"> 1. Conduct merchandise development. 2. Collaborate with international musicians. 3. Collaborate with top brands. 4. Promote local economic growth. 	<p>SO Strategy</p> <ol style="list-style-type: none"> 1. Capitalize on strong brand image and audience loyalty to expand market through digital marketing. 2. Collaborate more extensively with sponsors to enhance facilities and audience experience. 3. Optimize the use of digital technology such as the online ticket booking website managed by SOD Group to increase audience trust and avoid ticket leaks. 4. Presenting more innovative festival concepts to attract larger audiences from various market segments. 5. Look for new location options or make infrastructure developments at current locations to make the audience more comfortable. 	<p>WO Strategy</p> <ol style="list-style-type: none"> 1. Improve security standards for VIP areas by utilizing technology such as wristbands or QR codes for VIP area entry verification to prevent individuals without VIP tickets from entering the area. 2. Improve special transportation facilities to get to the venue area, such as providing shuttle buses at several strategic points to increase audience comfort and accessibility. 3. Optimize a more efficient parking system by providing shuttles or internal electric bicycles from the parking area to the venue to minimize complaints related to long distances. 4. Collaborate with top brands and invite MSMEs to participate in the

		festival to add value to the audience and enhance their experience during the event. 5. Expand revenue sources through official Sounds Of Downtown Festival merchandise to strengthen their identity.
THREATS (T) 1. Increased competition of large-scale music festivals in Surabaya City. 2. Delay in event rundown. 3. Bad weather factor. 4. Potential for riots and emergency incidents at the event location.	ST Strategy 1. Offer a more exclusive festival concept to stay ahead of the competition. 2. Improve the efficiency of logistics management so that the event rundown runs on time. 3. Strengthen cooperation with security forces and medical personnel to ensure security and safety during the festival.	WT Strategy 1. Evaluate the location of the festival to find alternative venues that are more strategic in the long term. 2. Prepare risk mitigation protocols and emergency SOPs to deal with potential riots or bad weather.

Source: Researcher Data (2025)

CONCLUSION

Based on the SWOT analysis of IFAS and EFAS calculations, a total strength score of 3.09 was obtained with the advantages of being a well-known festival in East Java, having a unique concept, effective digital marketing strategies, adequate facilities, and implementing ticket sales in stages. While the total weakness score is 0.38 due to less stringent security and

distant parking access. If the 2 factors are combined, the internal factor result is 3.47. In external factors, a total opportunity score of 2.12 was obtained with the advantage of developing a merchandise line, improving the local economy, and collaborating with international musicians and well-known brands. Meanwhile, threats obtained a total score of 0.80 due to the existence of large-scale music festival competitors in Surabaya City, delays in event rundown, bad weather, and the potential for riots during the event. The two external factors combined will obtain a total score of 2.92. These results place SOD Group in the Sounds Of Downtown Festival Surabaya City event in quadrant I (Growth Strategy) with a value of (X ; Y) (2.71 - 1.32). The position in quadrant I indicates that Sounds Of Downtown Festival is in an aggressive strategy. An aggressive strategy is a strategy that produces a plan by utilizing strengths to become opportunities. This shows that Sounds Of Downtown Festival has an internal foundation that can be optimized to take advantage of the various opportunities that exist to increase concert ticket sales and be able to compete with similar competitors.

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