

Integrated Marketing Communication Strategy at Events Atlas First Anniversary “Tyga”

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Abstract

Atlas Beach Fest is one of the popular beach clubs in the Canggu area and is known as the largest beach club in the world. Californian rapper Michael Ray Stevenson, known by his stage name Tyga (Thank You God Always), was invited to commemorate the first anniversary of Atlas Beach Fest on August 5, 2023. The promotion carried out by Atlas Beach Fest Bali in attracting public interest is evidenced by the number of spectators who reached 30,000 audiences. The activities carried out by Atlas in expanding marketing require the right and effective strategy. The purpose of this study is to review and provide an explanation related to the integrated communication strategy used by Atlas Beach Fest Bali in the Atlas First Anniversary "Tyga" event. This study uses a descriptive qualitative approach with a post-positivism paradigm. This study uses a purposive sampling technique to determine informants. Data were obtained from interviews, observations, and documentation. The results of this study show that 7 elements from the integrated marketing communication strategy (advertising, sales promotion, direct marketing, personal selling, public relation, event, and word of mouth) carried out by Atlas Beach Fest at the Atlas First Anniversary event "Tyga" is successful in an effort to win the competition of the entertainment industry in the Canggu area. Atlas Beach Fest must remain consistent in using events as part of its integrated marketing communications (IMC) strategy to become better known to the public and the entertainment world.

Keywords: Atlas Beach Fest; Event First Anniversary "Tyga"; Integrated Marketing Communication.

Introduction

Bali Province is one of the regions in Indonesia that has diverse attractions including nature, culture, and marine. The uniqueness and richness of Bali, which has crowned Bali as one of the most popular tourist destinations in the world, surpassing London and Paris according to the Traveler's Choice Awards (Hendriyani & Dewi, 2023).

The infrastructure development that has been carried out has made Bali a paradise for tourists (Panjaitan & Ariwangsa, 2018). Some of the most popular nightlife locations in Bali for

tourists are beach clubs such as Finns Beach Club, Café del Mar, La Brisa, Atlas Beach Fest, and others. Beach clubs are one of the most popular tourist attractions in Bali, especially in Canggu. One of the famous beach clubs is Atlas Beach Fest, one of the beach clubs in the Canggu area which is known as the largest beach club in the world (Toti et al., 2024).

Atlas was crowned as the beach club with the longest swimming pool in Southeast Asia, which is 200 meters wide. Atlas also won the title of the longest beach bar in Asia. With the magnificent facilities offered, Atlas has now been able to employ

more than a thousand employees (Wibowo, 2015).

Atlas Beach Fest has brought in world-class DJs and provided new entertainment by presenting top musicians (Club, 2023). One of them is a rapper from California, United States, Michael Ray Stevenson or better known by his stage name Tyga (Thank You God Always), who was invited to commemorate the first anniversary of Atlas Beach Fest. The management presented rapper Tyga as the main performer at the celebration.

Marketing communication is a means used by companies to provide information, attract, persuade, and remind consumers about the products or services offered, either directly or indirectly (Kotler & Keller, 2016). Integrated marketing communication strategies have several objectives which include: (a) setting marketing promotion objectives, (b) setting marketing promotion targets, (c) designing marketing messages, (d) marketing media channels, (e) developing promotional mixes, (f) providing marketing budgets, and (g) monitoring and evaluating marketing plans (Rahma, 2018).

The event held by Atlas Beach Fest Bali in the Kuta Bali tourist area certainly requires the right communication strategy so that what is done can reach the expected consumer target. Therefore, the right integrated marketing communication strategy is one form of promotional development carried out by Atlas. Of course, in carrying out promotional activities, Atlas requires good design and the right strategy in achieving the specified target.

Based on the background that has been explained, this study wants to examine the integrated marketing communication strategy that focuses on event promotion through media space. The purpose of this study is to evaluate and provide an explanation regarding the integrated communication strategy implemented by Atlas Beach Fest Bali in the Atlas First Anniversary event "Tyga".

Theoretical Framework

In his book entitled "Communication Dynamics", Effendy (2008) revealed that strategy is essentially planning and management in achieving a goal. However, to achieve the expected goal, tactics are needed in its operation, which means that the approach taken can be different from time to time adjusted to the situation and conditions.

Marketing Communications

According to Ball et al., 2004 marketing communication is a communication process in conveying messages from the source to the recipient which is carried out through certain media. Meanwhile, according to (Šerić et al., 2020), marketing communication patterns aim to create brand awareness and provide an understanding of the attributes and benefits of the products or services provided.

Integrated Marketing Communications

Promotion mix is the newest strategic combination of advertising variables, personal selling and other promotional tools, all of which are planned to achieve company goals. According to Kotler & Keller (2016) there are five variables in the promotional mix, namely:

(1) Advertising. Any form of payment that must be made by the sponsor to carry out non-personal presentations and promotions in the form of ideas, goods or services;

(2) Personal selling. Personal presentations by company salespeople in order to make sales and build relationships with customers;

(3) Sales promotion. Short-term incentives to encourage the purchase or sale of a product or service;

(4) Public relation. Building good relations with relevant publics to gain support, build a good "corporate image" and handle or eliminate gossip, stories and events that may be detrimental;

(5) Direct marketing. Direct communication with specifically targeted

customers to obtain immediate responses. Thus, to create marketing activities, companies must be able to combine various existing variables to attract consumers to make purchasing decisions;

(6) Interactive marketing. Direct interaction with customers to create a more personalized and relevant customer experience. The goal is to build stronger relationships with customers and increase their engagement through two-way communication;

(7) Events. Company-sponsored activities and programs that aim to create everyday relationships or special interactions between brands and customers. These can include events such as sports, arts, entertainment, and social causes, as well as informal activities;

(8) Word of Mouth. A method of communication in which people talk to each other to share information about goods, services, or experiences. Word of mouth is one of the oldest forms of marketing and is often considered to be very effective because it involves personal recommendations that customers can rely on.

Material and Methodology

The descriptive qualitative research method with a post-positivism approach was chosen by the author because the author wanted to create a factual picture and comprehensively describe the integrated marketing communication strategy from the perspective of a beach club.

The research compiled by the author uses two data sources, namely primary data and secondary data sources. The unit of analysis in this study is the integrated marketing communication strategy of the Atlas First Anniversary event "Tyga". The author chose this topic because of the importance of increasing correct information related to the event held at Atlas Beach. Determination of informants using the purposive sampling technique, namely the sampling technique by determining certain criteria (Sugiyono, 2016).

The data analysis method used is the Miles and Huberman model analysis, which explains that data analysis includes three steps of activity, namely: 1. Data Collection; 2. Data Reduction; and 3. Data Presentation.

The data presentation technique in this study

is a narrative form to present the findings and data analysis, in addition the author also uses a table form to facilitate the compilation and processing of data (Ardianto, 2014).

Result and Discussion

Message in Promotion Mix Strategy

In the marketing strategy carried out by Atlas Beach Fest, there is a message that wants to be conveyed to the wider public as potential customers. The following is an explanation of the message in various forms of communication (promotion mix) according to Kotler & Keller (2016) listed in Table 1.

The results of this study refer to the IMC strategy used based on eight categories with their influence on the Atlas First Anniversary "Tyga" event. It can be seen that seven of the eight existing IMC strategies were realized in an effort to optimize the Atlas First Anniversary "Tyga" event. This is in accordance with the research results of Aditya & Lubis, (2017) and Putra & Astawa (2022) which stated that the use of advertising in comprehensive marketing communication strategy has proven to be a very effective method to increase awareness of the first anniversary event held by company.

The use of Instagram as a medium for advertising or ads has become very useful for Atlas. The combination of innovative, visually appealing and relevant ads specifically designed for the target audience played a key role in successfully achieving this goal, with an increase of around 300% from the target audience set by Atlas management of 10,000 people.

Toti et al., (2024) stated that creating advertisements cause a significant increase in visitors. In terms of sales promotion, Atlas has the potential to optimize the level

of recognition of their events. By implementing tactics such as exclusive offers and price reductions, companies can successfully capture consumer interest and motivate them to explore and experience

their product range which is usually carried out at certain moments such as events and other activities.

Table 1. Messages in Every Marketing Communication

Forms of Communication		The message conveyed
<i>Advertisement</i>	Advertising on social media	Providing information and understanding about events and offers provided by Atlas Beach Fest
	Advertising on social media influencers	Increase awareness about the event that will be held to the followers of the influencer's social media account, so that it is hoped that they can become potential consumers.
<i>Sales Promotion</i>	Early bird tickets	Promotional Tickets via Traveloka E-Ticketing application and tiket.com. Starting from IDR 300,000 for standing and IDR 750,000 for VIP
	Package	There are six package categories that are promoted to potential consumers.
	Giveaway via media partner	The giveaway that will be given to prospective consumers is in the form of a general admission ticket
<i>Direct Marketing</i>	Communication Process via Direct Message and Whatsapp	The Atlas marketing team carries out communication interactions via Direct Message and Whatsapp with potential consumers for marketing purposes.
<i>Personal Selling</i>	The promoter and sales team communicate face to face with potential consumers during the Open Booth at I Gusti Ngurah Rai Airport	The promoter and sales team interacted directly with potential consumers and provided information related to the Atlas First Anniversary "Tyga" Open Booth event at I Gusti Ngurah Rai Airport.
<i>Public Relation</i>	Releasing and providing the latest news through press releases on the official website atlasbeachfest.com	Routinely carry out communication relation activities such as the latest news which aims to take the opportunity to influence the audience by building relationships to ensure that Atlas Beach Fest remains relevant and competitive amidst the competition in the entertainment industry in the Canggu area.
<i>Events</i>	Implementation of the Atlas First Anniversary event "Tyga"	Activities involve sponsoring activities and programs through prior planning. These activities and

		programs will then be designed for the benefit of consumer interaction.
<i>Word of Mouth</i>	Sending a Public Relations (PR) Package that will create content on the influencer's Instagram account.	Get new introductions, especially to followers of influencer Instagram accounts who receive Public Relations (PR) Packages resulting from review content.

In terms of direct marketing the evidence suggests that direct selling has the potential to increase Atlas awareness by distributing promotional materials and products directly to specific target audiences through methods such as WhatsApp blasts and Direct Messages, Atlas effectively reaches potential customers, this is in line with the statement of (Wiranata et al., 2020).

In addition, Atlas diversifies its business by providing various different products. Furthermore, in public relations activities, it shows that public relations activities have an important role in enhancing the Atlas First Anniversary event “Tyga”. This statement is in line with research of (Sartika, 2015), that through collaboration with influencers, artists in various activities make Atlas get more exposure from the media that writes about these activities on their media portals. Another effective strategy of Atlas to increase promotion is by holding special events that are captivating and unforgettable.

These events can include product launch parties, musical performances, environmental initiatives, or even collaborations with local communities or offices looking to work together for a gathering. This statement is in line with research of (Wibowo, 2015) that by engaging in these diverse and interesting events, Atlas has succeeded in increasing its visibility and recognition of its existence. Then personal selling in Atlas's communication strategy can have a significant impact on Atlas' promotion level. By facilitating face-to-face communication between sales representatives and potential customers, event messages can be delivered effectively, allowing for a more comprehensive understanding of the

product and ultimately contributing to better event recognition.

Additional factors highlighting the substantial impact of word of mouth on the growth of Atlas recognition. Pleasant encounters with consumers, reviews shared on the internet, and endorsements from acquaintances or relatives. All play an important role in expanding knowledge of the event and fostering curiosity from others. This is done of course with the presence of music events and various other events that Atlas holds. How effective the use of social media can significantly increase Atlas' promotion is evident through several key factors. This includes maintaining a consistent level of activity, creating engaging and interactive content, actively engaging with followers, and effectively utilizing Instagram stories as a means to communicate event activities.

These strategies have proven to be very successful in driving growth and expanding Atlas' presence across social media platforms. In the promotion stage, Atlas gets all three influences consisting of customer engagement, brand exposure and electronic word of mouth. This is proven by the engagement that occurs every time content is uploaded about the upcoming music event. In it, each of the followers will be asked about which musicians they want to invite and they have to mention each other. Then from the exposure, indirectly many musicians offered to collaborate with Atlas after seeing the success of the previous music event. Then, in the word of mouth chat that occurred in the digital sphere, no negative comments were found between users who gave bad responses to the event.

The rapid development of information technology also affects the business world. The flow of information circulation in the business world is very fast and has even

become an urgent need, technology has also developed in it so that it becomes a term that we know as information technology. According to Frost & Strauss (2016) and Farahdiba (2020), e-marketing is the use of information technology in the process of creating, communicating, and providing value to customers.

The development of information technology will make it easier for companies to run their businesses. One of the information technologies that supports these needs is the internet and social media. Currently, the development of the Internet is very fast and can reach the whole world and every company wants its products to be known by the wider community. One of the functions of the internet that is the focus of this research is its ability to carry out marketing activities for both products and brand images online for anyone who needs and is connected to the Internet media, in line with research by (Destanti et al., 2021).

Conclusions

Based on the research results and data analysis presented in the previous chapter, it can be concluded that the marketing communication strategy carried out by Atlas Beach Fest at the Atlas First Anniversary event "Tyga" was successful in winning the entertainment industry competition in the Canggü area. The success of an event cannot be separated from the efforts made by the team in promoting an event through various promotional activities in marketing communications. From several discussions it can be concluded that Advertising can be seen from the many promotional media used on social media. Personal Selling which is done directly in the field by selling entrance tickets through the available counters, and also providing services and explanations for visitors who want to know more details about the Atlas event can be explained directly face to face.

Direct Marketing is direct promotion via direct message and WhatsApp to potential consumers. Public Relations (PR)

or public relations is closely related to the relationship between organizations and the community and public relations continues to carry out various promotional methods. Meanwhile, Sales Promotion is conducting entrance ticket promotions for tourists and the use of media in marketing beach tourism is also modern and effective such as Instagram, Tik-Tok, Youtube. Word of Mouth by utilizing comments between individuals to raise the Atlas First Anniversary event "Tyga". Lastly, the show design by "Tyga" involving collaboration with media partners and sponsors has contributed to the success of the event.

Atlas Beach Fest must remain consistent in using events as part of its integrated marketing communications (IMC) strategy to become better known to the public and the entertainment world.

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