

NARRATIVE ANALYSIS OF MARKETING COMMUNICATION Y2K MUSIC SCHOOL AND STUDIO ON SOCIAL MEDIA

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Abstract. This research was conducted to find out how the branding activity done by Y2K Music School and Studio through social media account Instagram @ y2kstudio. This research would like to examine more deeply related to marketing activity such as what applied Y2K Music School and Studio in building brand Y2K Music School and Studio as a music school through its official Instagram. There is also a method used in this research is a method of narrative analysis which is a method in the field of qualitative research. The data were collected using literature study on textbooks, online data tracking, and in-depth interviews on key informants related to the study. The results of this study states that the form of branding activities conducted by Y2K Music School and Studio through social media accounts Instagram @ y2kstudio is a marketing communication in the form of delivering information with positive ambiance related Y2K Music School and Studio and also in the form of information delivery activities related promotions which is currently running at Y2K Music School and Studio.

Keywords: narrative analysis, marketing communication, social media.

1. Introduction

Conducting branding activities against a company in the modern era as it is today is a very important thing, given the tight competition among companies engaged in similar fields and with the target or target of the same consumer. Thus, to achieve success, a company must think of targeted marketing strategies that are better targeted than those of its competitors. One marketing strategy that can be used is to apply branding activities against a company. Branding activities against the company is considered important because by conducting branding activities, a company can create a differentiator between the companies with its competitors. The research this time will discuss about how a company doing branding activities through social media Instagram managed by the company.

Y2K Music School and Studio, a company engaged in this music school chooses to conduct branding activities against Y2K Music School and Studio through social media Instagram, with a user id called @ y2kstudio. Branding activities to a music school through social media Instagram is still a rare thing done by other music schools, depart from this is the researcher interested to examine how the form of branding activities conducted by Y2K Music School and Studio through official Instagram account @ y2kstudio as school music institution.

This research is done by using the method of narrative analysis and genre studies, which results from the research will be presented in the form of stories or narration. While the theory used in this research is the theory of marketing communication, branding activity through social media, and theories related to social media Instagram.

Regarding to the studies that have been done before, generally the method of narrative analysis and genre studies are widely used to analyze the film and narration of a text. As in the study entitled "Analisis genre film horor Indonesia dalam film Jelangkung (2001)" by Karis Singgih Angga Permana, then on research entitled "Narasi pada Genre Film Thriller" by Roidatul Ula A'izah (2013).

In this study, researchers are interested to use the method of narrative analysis and genre studies to analyze the branding activities conducted by the school music through social media Instagram it has. Thus, the researchers created a novelty in this study, using the same research methods, narrative analysis methods and genre studies, but applied to different research objects, which are related to the analysis of branding activities conducted by the school music Y2K Music School and Studio through official Instagram account @y2kstudio.

2. Literature review

Marketing Communication

Kotler (2006: 10) in his book *Marketing Management* states that the notion of marketing is a social process through which individuals and groups get what they need and want by creating, offering and freely exchanging with others a product and valuable services. Meanwhile, according to Stanton in his book entitled *Marketing Principles* (2002: 7), the definition of marketing is an overall system of business activities designed to plan, determine prices, promote, and distribute goods and services that can satisfy the good wishes to existing buyers or potential buyers. From this definition it appears that a marketer must first know what is wanted or needed by the target market so that the

overall marketing strategy (promotion) that is designed to be right on target.

The marketing strategy contains specific strategies for target markets, positioning, marketing mix and marketing spending. Meanwhile, according to Swastha and Irawan (1990: 349), marketing strategy is the flow of information or one-way persuasion made to direct a person or organization to action to create exchanges in marketing. From the above definition can be seen that the promotion strategy is a planned activity with the intention to persuade, stimulate consumers to want to buy the company's products so that the goal to increase sales is expected to be achieved.

Social Media Marketing

Social networking is a site where people communicate with their friends, who they know in the real world and in cyberspace. Social networking sites are very useful for marketing customers as plugins in applications, groups, and fun pages. Each social network presents its own chances and challenges. Individual site users have different commercial behaviors (commercial behavior) (Zarella, 2011: 51).

Boyd and Ellison (2008: 210) define social networking sites as web-based services that allow individuals to build public or semi-public profiles within a limited system, display other users related to them, and look around and observe the list of connections they have or list created by other users in the system.

Instagram is one of the social networking media that can be used as a direct marketing media. Through Instagram the products/services offered by uploading a photo or video short, so that potential customers can see the types of goods or services offered. Instagram also has features that are different from other social networks, these features include: Followers, Upload Photos

(upload photos), Cameras, Photo effects, Photo titles, Geotags, Social networking, Signs like, Explore, Snapgram, Live broadcast, and Boomerang.

Marketing has defined in various marketing policies; marketing is defined as a result of work performance of business activities related to the flow of goods or services from producers to consumers. Another definition of the right is marketing and promotion of the right goods and services. This definition or definition provides the idea of undertaken by the sales force (Assauri, 2010: 2). Besides marketing is also defined as human activities are directed to meet and satisfy the needs and desires through the exchange process (Assauri, 2010: 5).

New web technologies make it easy for everyone to create and most importantly spread their own content. Posting a submission to a social media owned can be produced and viewed by millions of people for free. Advertisers do not have to pay a lot of money to publishers or distributors to place their ads. Now, advertisers can create their own content that is interesting and seen by many people (Zarella, 2011: 2).

Utilizing Social Media in the Era of Marketing Communication

In an effort to build collaboration between marketing with consumers required a number of steps that must be done comprehensively. Yuswohady (2010) suggests four simple steps that marketers can practice when using social media. First, set the consumers to be targeted, because they will become members of the community to be built later. Second, identify common interest and common needs of the predefined consumer community. Third, based on the understanding of the interests and needs of consumers should be prepared programs conversation, activation, and

concretion. As companies communicate intensely with consumers through various social media channels on various topics related to consumer interest and needs, this is the stage of the conversation program. Followed by the activation program that invites the active consumer in various activities (can be a race, gathering, promotion, discount, or reward) done by marketers, both online and offline.

Finally, in the concretions program, the company seeks to collect feedback and suggestions from consumers on products launched, promotional programs, and corporate services to consumers (Leksono and Yulianita, 2011: 121). These four factors and three concrete steps before social media become very relevant used as tools in marketing (Leksono and Yulianita, 2011: 122). With the development of internet technology, what is called as virtual world in the end also penetrated the business world. The virtual world becomes an alternative and sometimes become a determinant of success or failure of a business. The Internet has changed the mechanism of marketing, branding and transaction (Salim, 2011: 2).

Kertajaya (2010: 7) states that the development of information and communication technology, especially in the Internet era and various technological advances of existing gadgets have changed the marketing practices of the once top-down and vertical, all parallel and horizontal. The existence of the Internet as a form of mass media allows anyone to publish anything, to anyone, from anywhere, and whenever access and mechanism is available (Leksono and Yulianita, 2011: 94).

Social networking can be seen as a medium of persuasive activity that responds to consumers seriously as a

party in power and with a specific purpose. Persuasion and consumer influences can appear within a social network and have socially beneficial results, and this may affect consumer behavior. The use of social networking in the process of persuasion is influenced by the social environment (Leksono and Yulianita, 2011: 162).

Rhenald Kasali, mentions that adolescents refer to segment aged 9-16 years. Shiffman Kanuk classifies consumers as 12-17 years old as a teen market. While Spire Research & consulting takes the age range of 13-18 years as a youth market (Marketing Magazine 01/VII/January 2008: 44) this difference of opinion is caused by the problem of different product categories. Not all product categories can fit into all teenagers (Leksono and Yulianita, 2011: 163-164).

The youth market in Indonesia is a growing market. This group is also increasingly targeted by marketers. There are several factors that make teen market attractive to marketers. Market size is the first. The teenagers who become the target market are teenagers who already have strong purchasing power or purchasing power. The second factor is the decision making. Viewed from this angle, teenagers already have independence in spending money and determine purchasing decisions. The next factor is the influencer. From this side of the teens attractive as a target market considering they are a very powerful influencer for both parents in making large purchases such as electronic products, cars, homes, appliances, and so forth. The ease and availability of their extensive time to search and obtain information and a wider network of friends, both through schools and the internet, enables them to become influencers for their own groups as well as adult groups. What they are talking about can be a word of mouth that

can bring marketers to apply buzz marketing. Adolescents are also considered a major component of trendsetter (Leksono and Yulianita, 2011: 167).

3. Method

The study entitled "Narrative Analysis of Branding Activity Y2K Music School and Studio through Social Media Instagram" is a study conducted by using the method of narrative analysis and genre studies. There is also a method of narrative analysis itself or narrative analysis is a study that serves to determine the structure of the story in a work. Narrative analysis is often related to genre analysis when the object being analyzed is a film or various matters relating to a film. Because through narrative analysis can be explained how the characteristics of the genre that carried by a film.

The object of research in this research is the branding activities conducted by the school music Y2K Music School and Studio through official Instagram account @y2kstudio. The research informant who is the main informant/key informant of this research is the owner of Y2K Music School and Studio itself, namely Edwin Steven Leonardo.

Primary data in this study was obtained by conducting online data searching, ie by observing the official Instagram account @y2kstudio to collect data or information needed related to the research. While the secondary data obtained by in-depth interview with the owner of Y2K Music School and Studio.

Data analysis techniques used in this study is qualitative data analysis that describes and interpret data obtained from observations and research informants. Analyzing is based on the ability of reason in connecting facts, data, and information, then the data obtained will be analyzed so that it is

expected to appear a picture that can reveal the problem of research (<http://webcache.googleusercontent.com/search?q=cache:http://repository.usu.ac.id/bitstream/123456789/26588/3/Chapter%2520II.pdf>, accessed on July 19, 2017).

There is also a technical analysis of data in this study as well as what Miles & Huberman (Silalahi, 2010: 339) contained in three stages: data reduction, data presentation, and conclusion. Data reduction means data based on information gained from observations and in-depth interviews are collected and grouped, which includes important data for the research that will be used as the basis for the analysis. Presentation of data means that all the results that have been simplified by way of grouping was made in the form of narration for easier to understand, in this case the interview can be made in the form of script. After that the data can be analyzed with the theory associated with the researcher. The conclusion means at the end of the series of research, the researcher can draw a conclusion from the data that has been found, collected, analyzed, and tested its validity.

In this research, testing technique of data validity is done by using triangulation analysis of data source. Triangulation of sources compares or re-checks the degree of confidence of information obtained from different sources. For example, comparing observations by interviews or comparing what the general public says to those who are said personally (Ruslan, 2010: 235).

4. Results

Y2K Music School and Studio or Y2K Studio is a music school that has been established since 1998, when referring to the history of its establishment, delivered by Edwin

Steven Leonardo as the owner of Y2K Music School and Studio that the beginning of the founding of Y2K Music School and Studio was under the leadership of Yoyok CR, who was his father, but after his father died, the leadership milestone of Y2K Music School and Studio has now been followed by Edwin Steven Leonardo as the father's successor.

Based on the narrative of Edwin delivered during the interview last July 11, it was stated that the origin of Y2K Music School and Studio was due to dreams and ideals of Edwin's father to be able to establish a music school, with various efforts and considerations in 1998 established Y2K Music School and Studio as a music school like the one his father had been dreaming of. It is believed that Edwin until now Y2K Music School and Studio is still the most excellent music school among other music schools located adjacent to Y2K Music School and Studio.

As a music school, Edwin conveyed that Y2K Music School and Studio opened many music classes for those who long to be skilled in playing musical instruments, Y2K Music School and Studio provides music classes such as piano classes, vocal classes, guitar classes, violin classes, drum class, saxophone class, bass class, especially there are ballet classes, and dance classes with qualified teachers of course.

As a music school which, although not yet open its branch in a city other than Kota Bekasi, Y2K Music School and Studio shows a different thing, although only established in the city of Bekasi, but his name is known to many people outside the city of Bekasi. Talking about how a business can be recognized by many people from various circles and distant areas certainly not be separated from the branding or marketing activities undertaken by the

company. Similarly, Y2K Music School and Studio succeeded in doing branding activities, so his name is often heard and many mentioned in various events both in the city itself even outside the city of Bekasi.

This is what drew the attention of researchers to find out more about what kind of branding activities applied by Y2K Music School and Studio so that it can grow the wings of his business, not less competitive, and managed to create its own distinctive characteristics that can distinguish the music school with other music schools , what kind of marketing activities conducted by Y2K Music School and Studio?

After identifying Y2K Music School and Studio, the researchers saw that Y2K Music School and Studio is active in marketing their activities through social media, so this is the focus of research that researchers do, that is about how the use of social media Y2K Music School and Studio against branding or marketing activities implemented by Y2K Music School and Studio.

When asked to Edwin Steven Leonardo as Y2K Music School and Studio leader today, found that Y2K Music School and Studio has some social media that is currently actively used to launch its marketing activities: Website, Facebook, Path, and Instagram. But when confirmed by the social question of what media has been most often used to conduct marketing activities related to Y2K Music School and Studio, Edwin answered "Instagram" is the most frequently used social media to engage in branding or marketing activities related to Y2K Music School and Studio. This is because there are similarities among Instagram users today who are on average young people, with target consumers from Y2K Music School and Studio itself who are also young children, so this is a good start for Y2K

Music School and Studio in terms of social media selection used in doing branding and marketing activities going forward.



Figure 1. Screenshot Home Page Instagram @y2kstudio

The picture on the side is a screenshot or snippet from the front page of Instagram @y2kstudio, seen Y2K Music School and Studio logo, number of photos/videos shared, number of

followers and following, and instructions if want to send direct message to account @y2kstudio Y2K Music School and Studio, as well as photo/video postings from @y2kstudio account. The information that is exposed on the picture is also related to the success of one of the vocal students of Y2K Music School and Studio named Serlika who won 3rd in the FSL2N race. In accordance with what Edwin said about the content of each post on the share in Instagram @y2kstudio is information related to promos and achievements achieved by Y2K Music School and Studio students.

The researchers wanted to convey that the results of the research that researchers do on the account Instagram @y2kstudio, found that the feed from post account Instagram @y2kstudio is arranged more neatly, and brought the concept of harmony between several posts that are nearby as Edwin in interview when asked about feed problems from Instagram @y2kstudio. After discussing the feed from Instagram @y2kstudio account, here is a screenshot which will describe the branding or marketing activities done by Y2K Music School and Studio in Instagram @y2kstudio account.

Y2K Music School and Studio would like to show that Y2K music school is different from other music schools, where Y2K Music School and Studio has a lot of outgoing activities, that is learning to train students' confidence by performing in public and learning stage act on stage how appear maximally when watched by the crowd. In addition, through postings above Y2K Music School and Studio also want to show that Y2K Music School and Studio is active in conducting music clinics that can add students' insight into music, history, or how to play a musical instrument properly and correctly, and

not to forget also Y2K Music School and Studio provides a lot of information about the deduction fee base money which is usually up to half the price of the original cost.

The learning activities at Y2K Music School and Studio are equipped with complete learning facilities, such as mike for vocal class, piano for piano class, violin violin, and adequate room for ballet class, and many other facilities. There is also a discussion on Y2K Choir. According to Edwin, Y2K Choir is a collection of vocal disciples who join a group into a choir. Edwin added that in fact Y2K Music School and Studio has an advantage in the vocal class. Because of the excellence that eventually Y2K Music School and Studio formed a choir or choir whose name has been flown both in the national and international arena.

Through observations on the Instagram @ y2kstudio account, Y2K Choir is being distributed on many occasions in various places, ranging from entertainment events at the mall to formal events attended by the presidency of the Republic of Indonesia. Edwin said that Y2K Choir is doing a lot of cooperation with malls; this is the starting point where Y2K Music School and Studio in the end is known to many people to various directions. Initially the initiative from Y2K Music School and Studio itself to submit proposals related to Y2K Choir to various malls as well as companies, until finally Y2K Music School and Studio work with the malls or the company where Y2K Choir finally get a lot of invitations to sing at various events or place in accordance with the cooperation done by the mall or the company with Y2K Music School and Studio. Edwin said that this is also done to train the mental and confidence of the students as well as doing social

promotion activities to introduce Y2K Music School and Studio to more people.

In an interview that researchers did with key informants who were Edwin Steven Leonardo, when asked about what distinguishes Y2K Music School and Studio from other music schools, Edwin replies that Y2K Music School and Studio actually carries the concept of "feels like home" from the owner so that the students after doing the music learning activities at Y2K Music School and Studio, not directly go home, but can gather together, chatting and doing other togetherness activities that can build kinship among students one with other students.

When referring to the screenshot presented above, the design of Y2K Music School and Studio was deliberately designed in such a way to describe the atmosphere of the house, so that anyone who comes to Y2K Music School and Studio will easily feel comfortable and at ease to spend time lingering there, so it's true that Y2K Music School and Studio creates an impression of "feels like home" for everyone who visited Y2K Music School and Studio.

Both screenshot above are two of the many comments from netizens who delivered as a form of positive response netizens to the information that is shared in Instagram @y2kstudio account. In this case, prove the statement submitted by Edwin Steven Leonardo as the leader of Y2K Music School and Studio who said that the content shared by the @y2kstudio account always provoked the positive response of netizens as a form of appreciation of what was delivered by @y2kstudio is true. The above screenshot also supports Edwin's statement saying that the admin always responds quickly to the responses submitted by netizens in response to posts from @y2kstudio, thus both have alignment where what is said by Edwin

in an interview is similar to what researchers get in the data search online through Instagram @y2kstudio account.

5. Discussion

The development of the times and the public awareness related to the progressive development of the music industry in Indonesia has become a great motivator for people to learn more about what music is. No wonder if the music school that stands today is getting more and more number. Because it is also the existence of a music school will become more calculated to achieve its success rival competitors who are equally sped on the same goal.

In this case it is very important to conduct a "branding" activity against a music school. This branding activity is intended to create a distinctive feature that distinguishes the music school with other music schools. Therefore, Y2K Music School and Studio comes with something different, the concept of a music school with learning methods and complete facilities, credible faculty, and a "feels like home" learning atmosphere.

In this case, Y2K Music School and Studio has been doing branding activities through social media account Instagram @y2kstudio, which in their branding activities, they are very utilizing the existence of social media Instagram which is currently a lot of loved young people.

But far behind it all, it turns out through post-share that is shared by @y2kstudio, Y2K Music School and Studio want to branding himself as a music school that has ambiance "feels like home" or learning atmosphere that feels like home, where when students come to learning music, afterwards not directly back home, but can socialize first with fellow students who also studied music at Y2K Music School and Studio.

In addition, Y2K Music School and Studio has Y2K Choir who already has a lot of experience in the choir field both at home and abroad. Y2K Choir is a choir formed through extracurricular for students who learn vocals at Y2K Music School and Studio, Y2K Choir is under the leadership of Y2K Music School and Studio but not making their own organization. Togetherness Y2K Music School and Studio looks very closely, this is one application of the definition of "feels like home" that carried by Y2K Music School and Studio, which when many Y2K Choir members who have gone far apart, when returned, everything can still be unite in harmony.

The Y2K Choir is very often received invitations to sing in many events in various places, such as in the mall, entertainment events, celebration of the holiday, even up to a formal event attended by the Presidency of the Republic of Indonesia. This makes the name Y2K Music School and Studio widespread grew and make Y2K Music School and Studio increasingly known by many people.

The presence of Y2K Music School and Studio in social networking through Instagram social media is very important. Because, if Y2K Music School and Studio appeared in an event, not much information about Y2K Music School and Studio can be given verbally, because it must present itself in the form of music, either singing or playing a musical instrument. With the Instagram @y2kstudio account, Y2K Music School and Studio can more easily and freely perform promotions related to activities that are or are going on at that time; even this can reach those who at that time did not have time to come to watch the live appearance of Y2K Music School and Studio.

With the ability of Y2K Music School and Studio to be able to give the

best performance based on the concept of learning that has also been tested, it will certainly arise a sense of curiosity in someone to want to know more about Y2K Music School and Studio, and after hearing information about Instagram @y2kstudio before, the audience will try to find out more by looking for account @y2kstudio on their Instagram, and will get more information about Y2K Music School and Studio on Instagram @y2kstudio account. That's why the role of Instagram for branding activities conducted by Y2K Music School and Studio as a music school becomes very important that can introduce Y2K Music School and Studio more to the public.

So important the role of Instagram for the character formation of Y2K Music School and Studio it becomes important also for Y2K Music School and Studio to branding himself through what is shared on Instagram @y2kstudio account, and of course this has also been done by Y2K Music School and Studio. Where Y2K Music School and Studio always post information with positive ambiance related to the activities that run on Y2K Music School and Studio. Examples include information related to winning students, information about Y2K Choir's winning in the choir competition, information on classroom learning activities with complete facilities and credible teachers, as well as information on discounts that will surely interest other people to visit the Instagram site from Y2K Music School and Studio or perhaps to join the students of Y2K Music School and Studio.

Recognizing the importance of Instagram's role in Y2K Music School and Studio's branding activities, it is now also concerned that the feeds and content shared on @y2kstudio accounts are well-considered, as can be seen in the previous discussion. Handled by some of

the admin who is the source of information about Y2K Music School and Studio so he understands about what kind of content may or may not be posted via Instagram @ y2kstudio account. With an understanding of the importance of the role of Instagram to Y2K Music School and Studio, the admin of @ y2kstudio also realizes how he should respond to incoming responses related to posts that are shared through Instagram @ y2kstudio.

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6. Conclusion

The conclusion that the researcher lifted was related to the study titled "Narrative Analysis of Branding Activity Y2K Music School and Studio through Social media Instagram (Study of Narrative Analysis on Instagram Account @y2kstudio)" among others:

First, the form of branding activity conducted by Y2K Music School and Studio through Instagram @y2kstudio account is a branding activity by posting information that has positive ambiance related to information and ongoing promotion at Y2K Music School and Studio. Secondly, promotional activities conducted through official Instagram account @y2kstudio in the form of promotions with discounts for entrance fees Y2K Music School and Video of 50% -70%.

Third, the use of social media Instagram in conducting promotional

activities related to music school Y2K Music School and Studio is considered very effective, which the owner prefer to prioritize the use of Instagram in doing branding activities and promotion of Y2K Music School and Studio compared with other social media. Instagram is also considered effective because the age of users Instagram same target to be achieved Y2K Music School as a prospective student of Y2K Music School and Studio.

Fourth, the use of social media Instagram in conducting promotional activities related to music school Y2K Music School and Studio also has been felt to run very effectively, said that since the presence of Instagram and used by Y2K Music School and Studio as a medium to communicate in conducting activities branding and promotion , Y2K Music School and Studio is increasingly recognized by the public, and the number of students who enter and become students of Y2K Music School and Studio because it knows Y2K Music School and Studio through Instagram posting more and more.

Fifth, the influence of the use of social media Instagram on the continuity of music school Y2K Music School and Studio is very large, where Y2K Music School and Studio increasingly known by many people, invitation to sing for Y2K Choir more and more, Y2K Music School and Studio increasingly become a music school that is trusted and has credibility in the eyes of the community, and students from Y2K Music School and Studio are growing in number. This is certainly the success, achievement, and positive impact that Y2K Music School and Studio gets through its efforts to branding and promotion activities on Instagram @y2kstudio.

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