



SOSTAC framework analysis for enhancing digital marketing in Yogyakarta's Art Music Today

Novi Anggraeni ^{a,1,*}, Tussi Sulistyowati ^{a,2}, Nur Elfi Husda ^{a,3}

^a Master of Management, Putera Batam University, Jl. R. Soeprapto, Muka Kuning, Batam, Riau Islands 29444, Indonesia

¹ pb222120009@upbatam.ac.id; ² tussi@puterabatam.ac.id; ³ nurelfi@puterabatam.ac.id

* Corresponding author

ARTICLE INFO	ABSTRACT
<p>Article history Received: 2023-12-01 Revised: 2024-01-26 Accepted: 2024-01-30 Published: 2024-02-01</p> <p>Keywords 5S Framework Marketing Mix 7P SOSTAC Analysis STP Marketing SWOT Analysis</p>	<p><i>This research utilizes a qualitative descriptive methodology, employing the SOSTAC model to analyze Art Music Today (AMT). The study follows six structured steps, starting with a SWOT-based Situation Analysis highlighting AMT's strengths as a unique Yogyakarta entity. Strategic objectives are set using the 5s Framework, focusing on digital marketing elements like online sales optimization and user experience. The Strategy phase emphasizes STP marketing, presenting AMT as a tailored music information center. Tactics, guided by the 7P framework, include product diversification and pricing strategies, contributing to an enhanced user experience. An 18-month action plan, depicted in a Gantt chart, guides implementation from content creation to streamlined processes. The Control phase involves monitoring with Google Analytics and social media evaluation. Through leveraging strengths and addressing weaknesses, AMT positions itself for growth in the digital landscape, using the SOSTAC model as a robust framework for digital marketing excellence. As a suggestion, through a proactive approach to leveraging inherent strengths and addressing weaknesses, AMT aims for significant growth in the dynamic digital environment. Aligning its digital marketing efforts with the SOSTAC model, which covers Situational Analysis, Objectives, Strategy, Tactics, Action, and Control, ensures a comprehensive understanding of current market dynamics. This strategic alignment establishes the foundation for a well-defined and actionable digital marketing strategy.</i></p>
<p>Kata kunci Analisis SOSTAC Analisis SWOT Bauran Pemasaran 7P Kerangka Kerja 5S Pemasaran STP</p>	<p>Analisis kerangka SOSTAC untuk meningkatkan pemasaran digital di Art Music Today Yogyakarta. Penelitian ini menggunakan metodologi deskriptif kualitatif, dengan menerapkan model SOSTAC untuk menganalisis Art Music Today (AMT). Studi ini mengikuti enam langkah terstruktur, dimulai dengan Analisis Situasi berbasis SWOT yang menyoroti kekuatan AMT sebagai entitas unik di Yogyakarta. Tujuan strategis ditetapkan menggunakan Kerangka 5s, berfokus pada elemen pemasaran digital seperti optimalisasi penjualan online dan pengalaman pengguna. Fase Strategi menekankan pemasaran STP, mempresentasikan AMT sebagai pusat informasi musik yang disesuaikan. Taktik, dipandu oleh kerangka 7P, mencakup diversifikasi produk dan strategi penetapan harga, berkontribusi pada pengalaman pengguna yang ditingkatkan. Rencana tindakan selama 18 bulan, digambarkan dalam diagram Gantt, memandu implementasi mulai dari pembuatan konten hingga proses yang disederhanakan. Fase Kontrol melibatkan pemantauan dengan Google Analytics dan evaluasi media sosial. Dengan memanfaatkan kekuatan dan menanggapi kelemahan, AMT menempatkan dirinya untuk pertumbuhan dalam lanskap digital, menggunakan model SOSTAC sebagai kerangka yang kokoh untuk keunggulan pemasaran digital. Sebagai saran, melalui pendekatan proaktif untuk memanfaatkan kekuatan yang melekat dan menanggapi kelemahan, AMT bertujuan untuk pertumbuhan signifikan dalam lingkungan digital yang dinamis. Penyelarasan upaya pemasaran digital dengan model SOSTAC, yang mencakup Analisis Situasi, Tujuan, Strategi, Taktik, Aksi, dan Kontrol, memastikan pemahaman menyeluruh tentang dinamika pasar saat ini. Keselarasan strategis ini membentuk dasar untuk strategi pemasaran digital yang terdefinisi dengan baik dan dapat diimplementasikan.</p> <p style="text-align: right;">Copyright © 2024, Anggraeni et al. This is an open access article under the CC-BY-SA license</p> <div style="text-align: right;">  </div>

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INTRODUCTION

In the backdrop of the transformative power of music highlighted by scholars, the electrifying Coldplay concert in Jakarta on November 15, 2023 (Oktaviana, 2023), exemplifies the thriving and dynamic landscape of the Music Events market in Indonesia. The extraordinary phenomenon of ticket sales, selling out within a mere three hours despite the relatively high price range, as reported by (Dufana, 2023) and confirmed on the official ticket sales page (PK Entertainment, 2023), underscores the immense popularity and demand for live music experiences in the country. This local phenomenon aligns with broader trends indicated by data from (Statista, 2023), forecasting substantial growth in the Indonesian Music Events market. With a projected revenue of US\$92.82 million in 2023 and an estimated annual growth rate of 4.81%, the market is anticipated to reach a volume of US\$112.00 million by 2027. The expected expansion in the user base, with projections indicating a reach of 6.0 million users by 2027 and a user penetration rate rising from 2.0% in 2023 to 2.1% by 2027, further emphasizes the promising outlook for both revenue and user engagement in the Music Events market in Indonesia.

The universal language of music, often defined as a transcendent mode of communication, is embraced by all, transcending differences and providing a means for self-expression, speaking out, and reshaping perceptions (Stanley, 2020). As articulated by Mehr et al. (2019), Bowman (2021), Maróti et al. (2019), Clayton et al. (2020) and (Szyzkowska (2022), it offers a profound conduit for individuals to navigate and regulate their feelings. Its significance lies in its profound ability to articulate emotions (Bowman, 2021) and elicit a diverse range of emotions (Er et al., 2021), offering a conduit for individuals to navigate and regulate their feelings (Alvarez-cueva, 2022). This extraordinary communicative power is evident in its ability to express complex ideas and sentiments, often surpassing the limitations of verbal language (Georgiou, 2021). Music becomes a shared experience that resonates with people across diverse backgrounds, fostering connections and shared understanding (Nijs & Nicolaou, 2021). Its impact extends beyond mere entertainment, playing a pivotal role in shaping identities, fostering community, and reflecting societal values (Hartnett et al., 2023). This universal resonance positions music as a dynamic and influential force in the human experience, capable of transcending boundaries and fostering a collective sense of connection and understanding (Gibson, 2020).

The research gap for this study was identified through a literature review using the "Publish or Perish" tool and querying the Scopus database with the keyword 'music digital marketing.' Out of 91 papers found from 2019 to 2023, 11 articles were carefully selected by the researchers. This approach differs from previous studies (Altynov, 2022; Azzellini et al., 2022; Bengtsson & Edlom, 2021; Bossey, 2019; Cha et al., 2020; De Beukelaer & Eisenberg, 2020; Edlom, 2022; Efurhievwe & Okpeki, 2023; Krismayer et al., 2019; Strand & Robertson, 2020; Venkatesan et al., 2020) as it specifically analyzes the use of music digital marketing in Yogyakarta's Art Music Today. Unlike earlier research covering diverse topics, this study focuses on a localized context, utilizing a qualitative descriptive method with the SOSTAC analysis framework. This unique approach sets it apart, providing insights into the digital marketing practices of a specific music entity in a specific geographical area. The research relies on Harzing's Publish or Perish and the Scopus database spanning 2019-2023 for a comprehensive analysis of scholarly output. The use of Scopus, known for its high-quality academic research coverage, ensures a thorough examination of academic contributions across disciplines. This research contributes novelty by offering a unique analysis of music digital marketing through the application of the SOSTAC framework. In contrast to existing studies exploring various aspects, such as predicting user traits, sensory characteristics, accessibility challenges at music festivals, the role of mobile tech firms in music distribution, and the evolving work of communication practitioners, this research stands out for its exclusive focus on evaluating digital marketing strategies within the SOSTAC framework. This distinctive approach adds a novel perspective to the broader landscape of research in the field.

"Art Music Today" stands as a dynamic and influential network, spearheading Yogyakarta's musical landscape in Indonesia. This comprehensive platform, as detailed by (Gitomartoyo, 2023), boasts a multifaceted agenda focused on music performances, discussions, workshops, publications, documentation, and the dissemination of information. The inclusivity of this network actively engages composers, musicologists, instrumentalists, and the public, creating an environment where creative ideas can thrive and be collectively cultivated. However, it's worth noting that there has been a recent challenge. The traffic to the website of "Art Music Today" has experienced a decline from September 2023 to October 2023. The number of visitors dropped from 2000 to 965 during this period. Despite this setback, the network remains committed to its mission of fortifying the presence of contemporary music in Indonesia. "Art Music Today" continues to serve as a vital space for the diverse facets of the music community to collaboratively contribute to its ongoing evolution. Accessible to all those with an interest in the latest developments in art music, the network acts as a catalyst for innovation, connectivity, and the continual enrichment of the contemporary musical tapestry in Yogyakarta and beyond. Initially adapting to the digital era, "Art Music Today" recognized the significance of enhanced digital promotions to broaden audience reach and increase viewership. However, the current analysis reveals that the network lacks a strong online presence on key platforms such as its website, Instagram, or Facebook.

This research aims to address the recent decline in website traffic for "Art Music Today," a prominent network in Yogyakarta's music scene. Despite serving as a comprehensive platform for music-related activities, the network has experienced a decrease in visitors. The primary focus of the research is to enhance the online presence of "Art Music Today" across various platforms, including its website, Instagram, and Facebook. As part of a broader exploration of the

role of culture and cultural policy in advancing the Sustainable Development Goals (SDGs), this article specifically delves into cultural practices associated with music and sound. In Indonesia, a local project aimed at documenting and sustaining music is yielding positive outcomes for health and well-being (SDG3), equality (SDG10), and community sustainability (SDG11) (Grant et al., 2022). The objective is to revitalize the network's reach, ensuring accessibility, innovation, and connectivity within the contemporary musical landscape in Yogyakarta and beyond.

METHOD

This research employs a meticulous qualitative descriptive methodology through the SOSTAC model in six steps. The researchers chose to employ the SOSTAC analysis, a comprehensive strategic planning framework encompassing six key stages: Situation Analysis, where the current internal and external factors are assessed; Objectives, where specific and measurable goals are established; Strategy, which outlines the overall approach to achieving the objectives; Tactics, where specific actions are determined to implement the chosen strategy; Action, involving the practical implementation of plans and allocation of resources; and Control, which focuses on monitoring, measuring, and adjusting the plan to ensure it remains aligned with organizational goals, as mentioned at Figure 1. This decision was guided by the framework's structured and systematic approach, acknowledged by scholars such as (Jupriyatmoko et al., 2023; Putera & Heikal, 2021; Rifai et al., 2021; Sahartian et al., 2022; Sulistyowati & Husda, 2023b, 2023a; Syahrul et al., 2022).



Fig. 1. SOSTAC Analysis
Source: Briray (2020)

Situation Analysis (S)

In this phase, researchers employ a qualitative SWOT-based analysis of Art Music Today (AMT) through in-depth interviews, content analysis, and surveys. Strengths, weaknesses, opportunities, and threats are identified, employing the SWOT framework as a strategic planning tool. The analysis aims to unveil competitive advantages and challenges, informing strategies that capitalize on strengths, address weaknesses, exploit opportunities, and mitigate threats (Armstrong et al., 2019; Chaffey & Ellis-Chadwick, 2022; Kotler et al., 2023).

Objectives (O)

Utilizing the 5s Framework, researchers set strategic digital marketing objectives for AMT, ensuring specificity, measurability, and alignment with overall organizational goals. The 5S framework, introduced by PR Smith, comprehensively addresses digital marketing plans, encompassing selling, speaking, serving, saving, and sizzling. Each 'S' focuses on a different aspect, from optimizing sales channels to creating digital value propositions and exclusive offers (Chaffey & Ellis-Chadwick, 2022; Irwanto et al., 2021; Pham, 2020; Tcivina, 2020).

Strategy (S)

The Strategy phase involves applying STP marketing through qualitative research methods such as focus groups and in-depth interviews. This data informs the strategic positioning of AMT within the digital music landscape. STP marketing emphasizes segmentation, targeting, and positioning to effectively engage specific customer segments (George, 2021).

Tactics (T)

Researchers employ the 7P framework by conducting market research and user testing to gather feedback on product diversification, membership initiatives, sponsorship programs, pricing strategies, and online presence optimization. The 7Ps marketing mix extends traditional elements to include People, Processes, and Physical Evidence, refining tactics based on iterative feedback (Chaffey & Ellis-Chadwick, 2022; Kotler et al., 2023).

Actions (A)

The Actions phase involves crafting an 18-month action plan for dynamic goal implementation through collaborative workshops with key stakeholders and marketing experts. The plan is visualized using project management tools, ensuring a phased and strategic approach to implementation.

Control (C)

In the Control phase, researchers implement a robust monitoring system, tracking Google Analytics and social media metrics regularly. Surveys and interviews are conducted to gather user feedback, allowing for real-time adjustments to ensure alignment with organizational goals. Continuous monitoring is crucial for evaluating the effectiveness of implemented strategies.

This structured approach establishes a holistic framework for AMT's digital marketing excellence, illustrated in Figure 2.

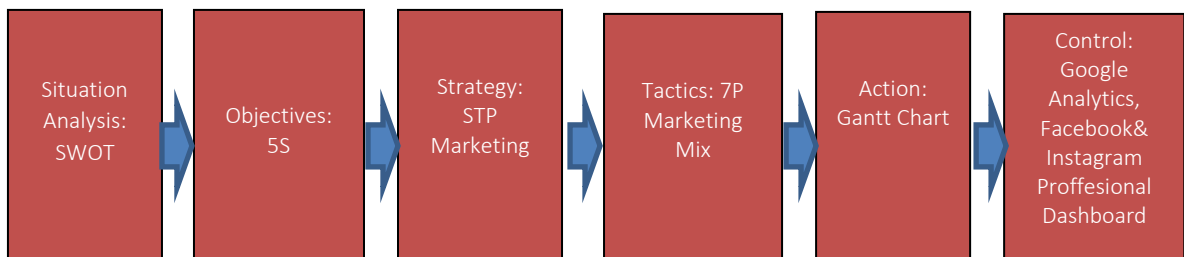


Figure 2. The SOSTAC methodology of Art Music Today

RESULTS AND DISCUSSION

Situation Analysis

Art Music Today, assessed using a SWOT framework, excels in its diverse musical content and extensive educational programs, as highlighted by (Gitomartoyo, 2023). Unique strengths include being the sole DIY entity engaged in both music and publishing, regularly updated knowledge assets, and well-equipped studios. Noteworthy weaknesses encompass funding constraints, non-representative facilities, and a need for a more strategic vision. Opportunities lie in the specific lack of music publications in Indonesia and the potential for internet-driven engagement. Strategic responses involve knowledge rebranding, in-house events, network expansion, and addressing new players through content creation. To mitigate the threat of similar creative players, strategies include testimonial-based content and increased online engagement. Adjusting the management system for heightened professionalism is recommended to address both internal weaknesses and external threats.

Objectives

In its objective-setting phase, Art Music Today strategically defines digital marketing goals using the 5s framework: sell (optimizing online sales), serve (prioritizing user experience), speak (establishing a strong online presence), save (implementing cost-saving measures), and sizzle (creating excitement and distinctiveness). These objectives cover aspects of refined e-commerce platforms, targeted advertising, enhanced website usability, efficient online customer support, diverse digital communication channels, cost optimization, and innovative campaigns to ensure a well-rounded and comprehensive digital marketing strategy for Art Music Today.

Strategy

Art Music Today can enhance its impact through the strategic use of STP (Segmentation, Targeting, Positioning) marketing. In the segmentation phase, specific audience clusters, including students and cultural enthusiasts, are identified based on demographics and psychographics related to music and cultural interests. Targeting prioritizes engagement with students and educators, aligning with the organization's mission. Tailored communication strategies

highlight Art Music Today as a holistic music information center. In the positioning phase, the organization emphasizes its commitment to community well-being and intelligence, creating a unique brand image. By systematically implementing STP marketing, Art Music Today can establish deep connections with its audience, contributing significantly to cultural enrichment and education.

Tactics

Art Music Today can strategically enhance its impact using the 7P framework. In product, diversification into various musical genres and expanding digital content, including online courses, is recommended. For pricing, the introduction of tiered memberships and sponsorship packages can incentivize engagement and secure financial support. Place considerations involve optimizing online presence for seamless interaction and ensuring mobile accessibility. Promotion efforts should include targeted social media campaigns and collaborations with influencers. People-centric strategies encompass staff training, volunteer programs, and fostering community involvement. Streamlining registration processes and incorporating feedback mechanisms are crucial for operational improvement. Lastly, the creation of branded merchandise and visually appealing event signage serves as tangible physical evidence of the organization's cultural presence.

Action

To significantly boost its impact, Art Music Today (AMT) plans to implement a meticulous 18-month action plan, organized through a Gantt chart (Sulistyowati & Husda, 2023b) Within the first two months, AMT will diversify its offerings by identifying gaps in its current musical products and introducing new genres, workshops, and educational programs. Following this, the next five months will focus on establishing a dedicated digital content creation team, investing in necessary equipment, and launching high-quality digital content. Subsequent steps include designing tiered membership programs, crafting attractive sponsorship packages, optimizing the online presence, conducting social media campaigns and collaborations, implementing staff training and volunteer programs, and streamlining registration processes. The final eight months involve tasks such as creating branded merchandise and culminate in an overall review and adjustments to ensure sustained impact and success. The Gantt chart will serve as a dynamic visual guide, ensuring systematic coordination of these strategic initiatives.

Control

Website

In the control phase, the AMT website needs to be monitored and analyzed using Google Analytics. Google Analytics plays a pivotal role in this control process by providing insights into website performance, user behavior, and engagement metrics. This data-driven approach enables AMT to promptly respond to emerging trends, optimize user experience, and refine their digital strategies for continued growth and potential international expansion.

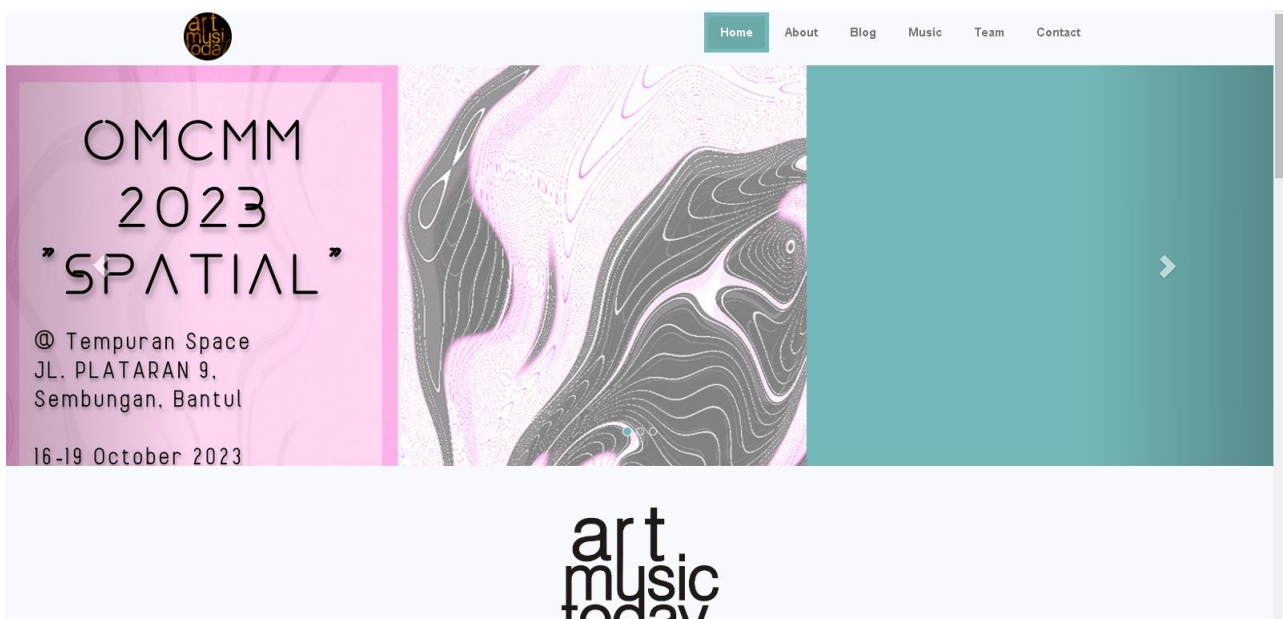


Figure 3. Website of Art Music Today
Source: <https://artmusictoday.org/home/>

Instagram

Art Music Today's Instagram account, @artmusictoday, depicted in Figure 1, is notable for its active and engaging presence on the platform. With a total of 350 posts, the account exemplifies a consistent commitment to content creation. The substantial following of 1,583 followers indicates a noteworthy level of interest and engagement within the Instagram community.

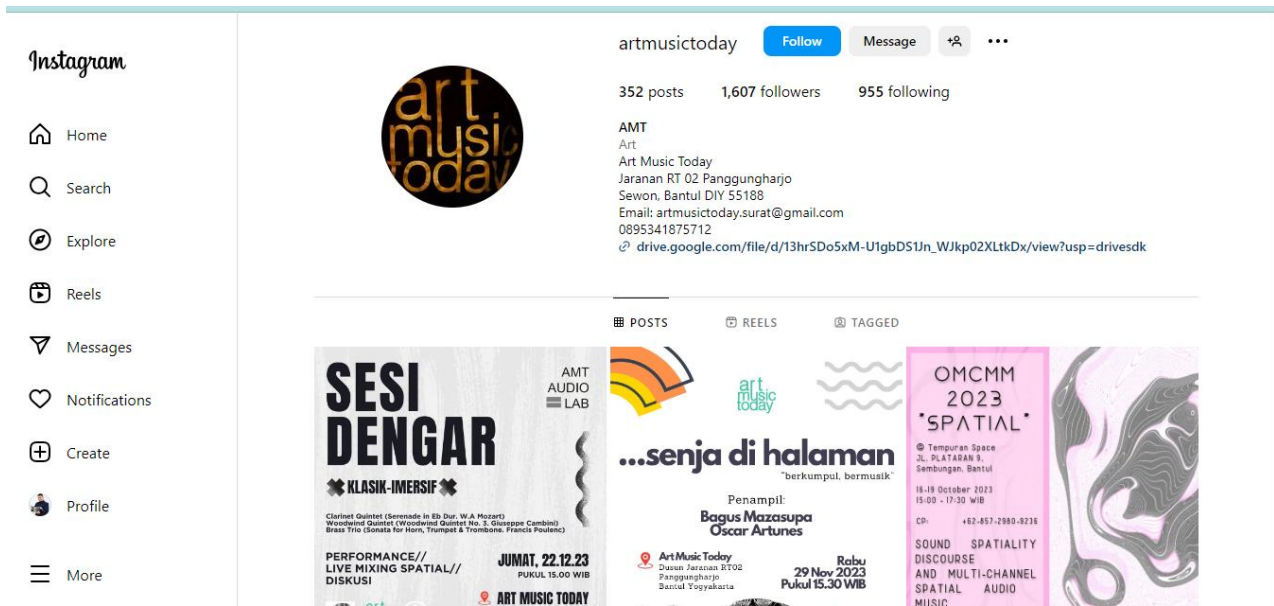


Figure 4. Instagram profile of Art Music Today (@artmusictoday)
 Source: <https://www.instagram.com/artmusictoday/> (Nov 14, 2023)

Art Music Today's (AMT) Instagram strategy effectively engages a diverse audience interested in art and music. The inclusion of engagement metrics reflects a meticulous effort to understand audience interaction. While post titles reveal a balanced strategy, the age of content suggests room for improvement in online presence through more frequent content production. Intervals ranging from 80 to 158 weeks indicate an opportunity to enhance sustaining audience attention with a consistent posting schedule. Utilizing the Instagram Professional Dashboard could further optimize AMT's Instagram performance, providing valuable tools for a comprehensive social media strategy.

Table 1. Five Newest Content at AMT Instagram Account

Titles	Age of Content (Weeks)	Viewers	Likes
LiRamadhan 2022 telah usai	80	263	14
Latency Music Concerts SERIES 2	112	111	15
[SEIZURE WARNING!!!]	112	60	4
LATENCY MUSIC CONCERT	126	180	25
Sampai tanggal 7 November setiap hari di YouTube: October Meeting.	158	266	32

Source: <https://www.instagram.com/artmusictoday/> (Nov 14, 2023)

Facebook

Figure 5 illustrates the current state of Art Music Today's (AMT) Facebook page, indicating a moderate level of engagement with 1400 followers. To amplify its impact, AMT should adopt a strategic approach. Firstly, maintaining a consistent posting schedule is crucial for audience retention. Secondly, active engagement with followers, including responding to comments and messages, can foster a sense of community. Exploring additional features on Facebook, such as live videos and stories, can bring a dynamic element to AMT's online presence. Diversifying content types is key—mixing updates with behind-the-scenes glimpses and interactive posts can capture varied audience interests. To strengthen its online presence further, AMT can leverage the Facebook Professional Dashboard tool. This tool provides valuable analytics and insights, enabling a data-driven approach to refining strategies. By understanding audience behavior and preferences, AMT can optimize content for improved engagement.

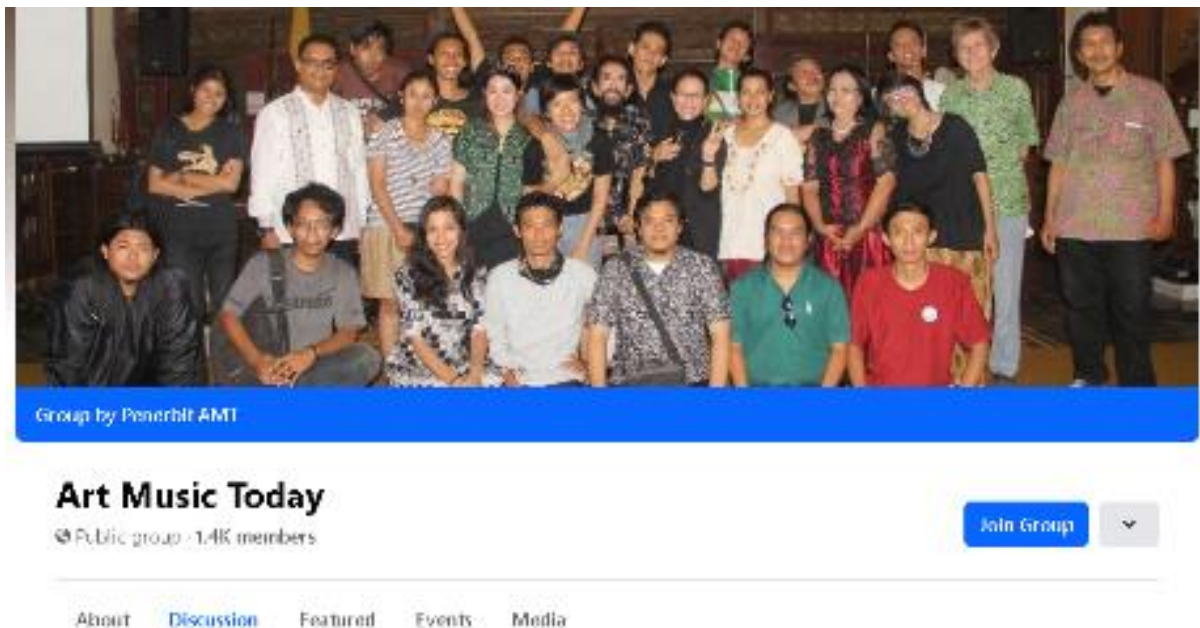


Figure 5. Facebook Group of Art Music Today
 Source : <https://www.facebook.com/groups/38517916184/>

"Art Music Today" is a dynamic force in Yogyakarta's music scene, offering a diverse agenda of performances, discussions, workshops, and publications. Despite a recent dip in website traffic, from 2000 to 965 visitors between September and October 2023, the network remains committed to fortifying contemporary music in Indonesia. Serving as a vital space for collaborative contributions, it acts as a catalyst for innovation and connectivity in the music community. The network, initially adapting to the digital era, now faces the challenge of improving its online presence on platforms like its website, Instagram, or Facebook. Identifying these areas for enhancement reflects a dedication to remaining dynamic in the digital age. The SOSTAC framework, encompassing Situation, Objectives, Strategy, Tactics, Action, and Control, provides a systematic guide for analyzing and strategizing "Art Music Today's" trajectory, enhancing its effectiveness and aligning efforts with organizational goals (Table 2).

Table 2. SOSTAC Analysis of AMT

SOSTAC Element	Application for Art Music Today
Situation	- Strengths: Diverse musical content, educational programs, DIY entity, well-equipped studios. - Weaknesses: Funding constraints, non-representative facilities, lack of strategic vision. - Opportunities: Lack of music publications in Indonesia, potential for internet-driven engagement. - Threats: Emergence of similar creative players.
Objectives	- Sell: Optimize online sales through refined e-commerce platforms. - Serve: Prioritize user experience for online customers. - Speak: Establish a strong online presence. - Save: Implement cost-saving measures. - Sizzle: Create excitement and distinctiveness through innovative campaigns.
Strategy	- Utilize STP (Segmentation, Targeting, Positioning) marketing. - Segmentation: Identify specific audience clusters (students, cultural enthusiasts). - Targeting: Prioritize engagement with students and educators. - Positioning: Emphasize commitment to community well-being and intelligence.
Tactics	- Product: Diversify into various musical genres, expand digital content. - Pricing: Introduce tiered memberships, sponsorship packages. - Place: Optimize online presence, ensure mobile accessibility. - Promotion: Targeted social media campaigns, collaborations with influencers. - People: Staff training, volunteer programs, foster community involvement. - Process: Streamline registration processes, incorporate feedback mechanisms. - Physical evidence: Create branded merchandise, visually appealing event signage.
Action	- Implement an 18-month action plan using a Gantt chart. - Diversify offerings, establish digital content creation team, launch high-quality digital content. - Design tiered membership programs, craft sponsorship packages, optimize online presence, conduct social media campaigns, implement staff training, streamline registration processes, create branded merchandise. - Finalize with an overall review and adjustments.
Control	- Monitor the website using Google Analytics for insights into performance, user behavior, and engagement metrics. - Utilize Instagram Professional Dashboard for social media strategy optimization. - Leverage the Facebook Professional Dashboard for analytics and insights.

The SOSTAC model, as delineated by Chaffey & Ellis-Chadwick (2022), plays a crucial role in augmenting the digital marketing strategy of Art Music Today (AMT) by providing a systematic approach across its vital components. The

implementation of a comprehensive Situation Analysis, as proposed by Jatmiko et al. (2022), empowers AMT to leverage its strengths, address weaknesses, and capitalize on opportunities within the music and cultural landscape. Clear digital marketing objectives, molded by the 5S framework and prioritized for user experience and online presence (Adeola et al., 2020), are firmly established. The Strategy phase integrates the influential STP marketing model, as emphasized by Sihotang & Hudrasyah (2023), aligning with AMT's mission and establishing meaningful connections with specific audience clusters. Tactical implementation, guided by the 7Ps framework, ensures a comprehensive marketing mix, covering product diversification and innovative campaigns (Denga et al., 2022). The subsequent Action phase unfolds a plan, advocating a dynamic and coordinated approach, while the Control phase employs tools such as Google Analytics (Gupta et al., 2020) and social media analytics (Wu et al., 2023) for data-driven optimization and refinement of digital strategies (Naprawski, 2023).

The strategic integration of the SOSTAC model into Art Music Today's (AMT) digital marketing strategy underscores a harmonious blend of systematic planning and iterative methodologies, fostering sustained and collaborative efforts. This alignment with the structured framework of SOSTAC, accentuating phased planning and consistent challenge resolution, reflects AMT's unwavering commitment to continuous growth. Supported by the positive impact highlighted by various researchers, the implementation of SOSTAC in AMT's digital marketing strategy stands as a testament to its effectiveness (Arsyadi et al., 2023). This strategic alignment extends to the collaborative implementation of SOSTAC at the organizational level, promising enhancements to AMT's digital presence and increased user engagement (Irwanto et al., 2021). The overarching objective is to revitalize AMT's reach, ensuring accessibility, innovation, and connectivity within the contemporary musical landscape in Yogyakarta and beyond. Simultaneously, the research underscores the pivotal role of digital presence, echoing Neirotti & Raguseo's (2021) assertion that a robust online presence enhances organizational visibility. In the control phase, vigilant monitoring of AMT's website through Google Analytics provides actionable insights for adaptive strategies (Gupta et al., 2020), fostering sustained growth and potential international expansion. The analysis of AMT's Instagram strategy further emphasizes effective engagement with a diverse audience, accompanied by recommendations for performance optimization through the Instagram Professional Dashboard (Palapah, 2020). This holistic approach, rooted in systematic planning and iterative refinement, positions AMT for a dynamic and impactful journey in the ever-evolving realm of contemporary music.

CONCLUSION

Art Music Today (AMT) stands at the precipice of a transformative journey towards growth and cultural enrichment, anchored in the profound synergy of diverse musical content, educational initiatives, and a robust digital presence. The canvas of opportunity unfolds as AMT deftly leverages its identified strengths from the SWOT analysis, artfully aligning objectives with the 5s framework, adopting STP marketing, and applying the 7P framework to weave an impactful narrative across various dimensions. The strokes of strategy come to life in the 18-month action plan, illustrated with a Gantt chart, serving as a meticulous guide for the orchestration of diversification and continuous improvement. Through vigilant monitoring via Google Analytics and the harmonious optimization of social media engagement, AMT positions itself as a dynamic force for sustained growth in the evolving realm of contemporary music. To enrich its digital tapestry further, suggestions include refining the website, engaging actively on social media, seamlessly incorporating multimedia, and fostering collaborations that resonate with the artistry inherent in AMT's mission. For users, the masterpiece of engagement unfolds with interactive features, personalized profiles, artist collaborations, a user-friendly interface, and a collective symphony of community participation. Future research opportunities, akin to the exploration of digital marketing strategies, understanding the nuanced palette of user preferences, evaluating the resonance of promotional campaigns, embracing emerging technologies, and conducting harmonious comparative studies within the niche, promise to sculpt the continued success of AMT's artistic odyssey. In the dynamic landscape of contemporary music, this comprehensive approach, rooted in the essence of art, ensures AMT's enduring relevance and continuous evolution as a beacon in the ever-shifting realm of artistic expression.

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