

**THE ROLE OF MEDIA RELATIONS AND MEDIA INNOVATION OF "GUNS
N ROSES" MUSIC CONCERT****Lailatul Fitroh*, Susi Andrini**Ilmu Komunikasi Sekolah Tinggi Ilmu Komunikasi Inter Studi, Jakarta, Indonesia
Email: shiella.ananta@gmail.com*, ussie69@gmail.com**Abstract**

The scope of the research looks at the use of media relations at the Guns N Roses music concert with public relations media users in terms of event promotion implemented by Third Eye Management (TEM) as the event promoter. The success of the music concert event led to a search that was studied in terms of the use of media relations and media innovations applied by stakeholders as a media for event promotion. The purpose of this study was to identify and understand the role of media and media innovation at the Guns N Roses music concert event. The literature review used includes public relations, media relations, and media innovation. The research approach used in this research is descriptive-qualitative. Techniques in collecting data in this study used interviews and observation. The analysis technique applied through the Miles and Huberman interactive model, namely: (a) Data reduction level (b) Data presentation stage (c) Closing or reviewing phase. The results of the study indicate that there is a role for media innovation and media relations in the management of the Guns N Roses music concert event which is applied by TEM as the promoter of the event, which has a significant effect on the management of the event. This can be seen from the use of Instagram's new media as a new idea to provide services to the media and the community based on innovation and technology that can benefit various parties, both the media and the general public.

Keywords: Public relations; media relations; innovation media; Guns N Roses concert

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INTRODUCTION

This research focuses on the role of media relations and media innovation at the "Guns N Roses (GNR)" music concert in Jakarta in 2018, which took place at Gelora Bung Karno, Jakarta. The theme of this concert is "NOT in This Lifetime Tour" which is a reunion concert. One recent example is the Guns N 'Roses reunion which reunites Axl Rose, Slash, and Duff McKagan on one stage.

The reunion is a moment of reuniting the personnel who have separated. Either separated on good terms, or not (Alumni & Doebler, 2012).

Guns N' Roses (GNR) is a rock band from the United States, founded in 1984 and inaugurated in March 1985. Some of the

initiators of GNR are former Hollywood Rose vocalist, Axl Rose, and former LA Guns guitarist, Tracii Guns. In 1991 - 1992 GNR reached its peak as rock band in the world, when the second album "Use Your Illusion" famous in the market.

The number of Guns N Roses fans is also not small, reaching 29 million fans on social media Facebook in 2022 from all over the world, and fanbase is in Sao Paulo, Brazil (Central, 2018). In 2018, GNR held a music concert themed Not in This Lifetime Tour was held at the Gelora Bung Karno Main Stadium (SUGBK), Jakarta. Third Eye Management became the promoter to bring GNR to Indonesia.

Third Eye Management (TEM) is a live entertainment and event promoter founded by Samantha Tzovolos. Founded in 2007, TEM has been a promoter of marketing top musicians namely STING, Michael Buble, The Chainsmokers, Ariana Grande, Mika and Il Divo, especially Guns N Roses. Justin Bieber concerts in India, Foo Fighters in Singapore, and many more (*TEM Manag., n.d.*)

In organizing the event, it is necessary to have a public relation. Public relation is included in the management function aimed at establishing and maintaining a relationship of trust between the organization and the community, this becomes a benchmark in its success or failure, which focuses on engagement and developing relationships between the parties involved (engagement and relationships) (*Smith, 2021*). In the scope of public relations, the media is stakeholder a very important (*Jelen-Sanchez, 2017; Sari, 2017*).

A public relations officer must understand well about the strategy in creating a relationship with the media as well as the skills and methods of public relations in establishing relations with the media (*Soemirat & Ardianto, 2012*).

Media relations is an external relationship and the perpetrators are public relations professionals in an institution or organization and is related to the implementation of good relations with the media in order to maintain and improve the good name and image of the institution or company (*Adnjani, 2019; Ferguson, 2018*).

Media relations can also be defined as a tool to inform the public about an issue, such as the activities of an institution or organization through publications (*Sambo, 2019*).

The hope is that the message conveyed by the media can be well received by the public. Media relations is essentially providing information or feedback on institutional or organizational issues which if the media already have a good relationship

then the messages they convey to the wider community will be good too (*Adnjani, 2019*).

The role of the media has an impact on the formation of opinions and improves the good reputation of an institution or organization in the community, because the news produced by the media is the direct consumption of the community (*Sari, 2017*).

One of the public relations that require media relations is the publication events concert. It is said that event can be successful, because of the large number of audience and fan participation. Public relations who have good relations with the media can promote concert events during pre-event, during-event, and post-event (*Nirwantoro, 2016*).

Currently, public relations are experiencing a development from conventional such as newspapers, TV, radio, towards being based on social media and the internet. This is also known as Digital Public Relations, which is a form of new media creation that involves the practice of multimedia using digital and computer technology (*Fachruddin, 2019*).

The change from previous technological developments towards digitalization is what is called media innovation. Innovation is a new tool, thing or idea that did not exist before, so creating it can be an interesting and useful progress (*Christensen et al., 2016; Klausen, 2017*).

This technological progress cannot be separated from the development of the industrial revolution which started from 1.0 to 4.0. The presence of the Industrial Revolution 4.0 is marked by the development Internet of or for Things (IoT) which presents new businesses, new jobs, new professions that were not thought of before (*Andrini et al., 2020*).

Something new does not only create novelty, but must also be useful for innovators and the public which also has an impact on media innovation, especially in terms of technological advances in media that are offered as products and services for the

economic and social progress of an organization supporting the innovation media (Klaß, 2020).

Due to the development of science and technology related to the internet, this has led to the presence of various social media that can be accessed by anyone and at any time. In this case it is also felt by media relations to provide various information through social media such as Instagram, Twitter, Youtube, Whatsapp, and so on (Hidayat et al., 2020).

In this case, Third Eye Management promoters use online media in the form of websites and social media such as Instagram, Twitter and online news portals that play a role and innovate in the development of digital media (Informant SA, 2022).

From the description above, the author is interested in examining the role of media relations and media innovation at the Guns N Roses music concert event. The purpose research is to know and understand the role of media relations and media innovation at the Guns N Roses music concert event.

METHOD

Methods Research methods are scientific guidelines for obtaining data for certain purposes (Suwendra, 2018). The research method is an act of discovering and developing, as well as verifying the facts of knowledge in scientific ways (Moleong, 2017).

The research approach used in this research is descriptive-qualitative. Descriptive research is research that explores to reveal current solutions to problems based on data (Moleong, 2017).

As the main informant in this research is Meta Juanita (Public Relations Third Eye Management), Samantha Tzovolos (CEO of TEM Third Eye Management). Meanwhile, other supporting sources in this study were Gema Arinda Tanjung (Metro Tv Journalist), Andika Andita (Online Journalist), and Dany Permana (Guns N Roses concert audience).

Data collection techniques are carried out through several stages, namely; First,

participation observation, the second stage, in-depth interviews to check or prove the information previously obtained. Information obtained for the validity of the data using triangulation of sources with observations, in-depth interviews, and documentation.

RESULTS AND DISCUSSION

Answering the problem in this research, namely how the role of media relations and media innovation at the Guns N Roses music concert event will be discussed which focuses on the analysis of the theory of Robbins and Judge (2015), namely media innovation with the following components; 1) new ideas in observing ongoing phenomena, 2) products and services as a result of new ideas in media innovation, and 3) systematic renewal efforts to achieve the perfection that is expected and can be felt by the parties. inside it.

Meanwhile, to analyze the role of media relations, which is managed by an institution, there are components that include; 1) image, 2) trust, and 3) with the achievement of personal and organizational/business goals (Kinsky, 2019). Regarding the image that has an impact on the company, it has an understanding, where the image is a picture obtained by someone through understanding the knowledge and understanding of the existing reality. Image can be formed based on knowledge or information that can be received by someone (Andrini, 2018).

In answering the purpose of this research, which is to find out and understand the role of media relations and media innovation at the Guns N Roses music concert event, the researcher involved key informants who were selected purposively, which are exposed in table 1 as follows:

Table 1
Table of Informants

No	Informant name	Informants' status
1	Samantha	CEO Third Eye

No	Informant name	Informants' status
	Tzovolos (ST)	Management
2	Andika Andita (AA)	News Reporter Online Kompas.com
3	Meta Juanita (MJ)	Public Relations TEM Division (Key Informant)
4	Gema Arinda Tanjung (GAT)	News Reporter & Metro TV Presenter
5	Dany Permana (DP)	GNR Fans

Source: author (2022)

Media Innovation in Guns & Roses Music Concert

The development of media novelty is described in Robbins and Judge (2015) into several parts, namely new ideas to observe ongoing phenomena, products and services as a result of new ideas for media innovation, and systematic updates to achieve completeness. The three components are variables on media innovation as the basis for presenting data and information that have been managed selectively to see the role of the research objectives.

New ideas are considered as the basis for media innovation to observe new phenomena that are taking place. Informant ST CEO Third Eye Management presented several descriptions of the new ideas implemented in the media for promotion and public relations which were considered influential and effective in promoting concert events, namely as follows.

In promoting the Guns N `Roses concert there is innovation, the use of new media. by holding poster contests and giving GNR VIP packages to influencers and giving official merchandise to Najwa Shihab to post on Instagram. The use of these innovations is very beneficial for the Guns N' Roses concert. The use of this innovation is also very effective to inform the public about Guns N' Roses concerts so that tickets are sold out. This innovation had a major impact on the

significant increase in the number of Guns N `Roses concertgoers (Informant SA, 2022).



Figure 1. Competition poster

Source: Third Eye Management

In complementing new ideas for the use of media, informants AA, MJ, DP, GAT also expressed the same thing with the components of media innovation, namely as follows;

In the promotion and information at the Guns N' Roses concert, innovations occurred, namely the use of new media such as Instagram. The media used by TEM to apply these ideas/ concepts uses old and new media, and prioritizes new media. This innovation has an impact on the Guns N' Roses concert in terms of audience. These improvements are used to increase knowledge of Guns N' Roses concerts for new media users such as Generation Y and Z. This new improvement has a significant effect on increasing the volume attending Guns N' Roses concerts (Informan AA, 2022).

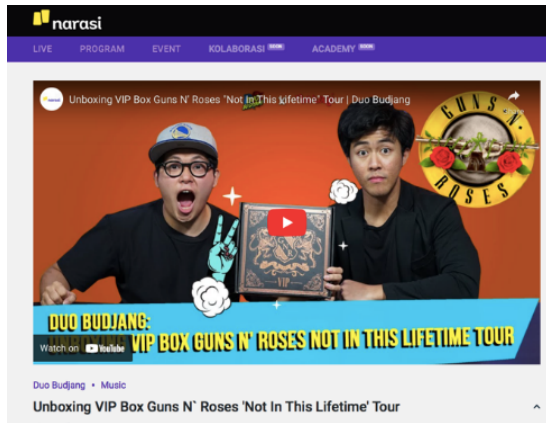


Figure 2. VIP Box Guns N' Roses
Source: Narasi.com

The influence and effectiveness of media innovation for event promotion is considered successful and fulfills the aspects of public relations, because public relations consist of plans to use persuasive communication in influencing public perception and introducing new ideas to the public. Informants AA, MJ, DP, GAT explained that promotion and information on new media innovations through social media Instagram is considered as a form of renewing media flow to certain communities, especially generations Y and Z. TEM stated that through Instagram many roles from influencers to promote concerts Guns N Roses. Across generations, the band Guns N Roses was famous in the past in previous generations. Aspects of introduction and knowledge that are filtered and applied in new media through influencers are considered to have a major influence on concert ticket sales for generations Y and Z. This is also due to the selection of influencer Nadjwa Shibab as the distribution of information for the concert, which has a major influence on the Indonesian people of generation Y. and Z who are mostly new media. Therefore, the practice of public relations through new media on social media has a major influence in voicing, providing certain information and knowledge (Abednego et al., 2021).



Figure 3. Najwa Shihab's Instagram post
Source: Instagram.com

In addition, public relations related to PR Activity detected by TEM experienced a significant increase in obtaining coverage from the media which resulted in 1,145 media coverage being exposed from May 21 to November 8, 2018. The attachment is a reference to the influence of media innovation used by TEM as a form of media innovation. a big influence on media innovation in promoting the Guns N Roses concert from the announcement or release of the concert activity which started on May 21 2018, and ended on the day the concert started on November 8, 2018. The attachment is a media coverage diagram accessed by MJ informants, which is as follows;

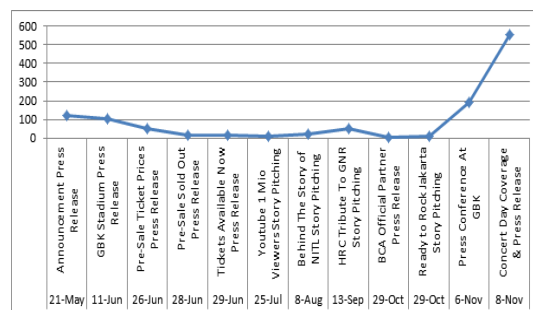


Figure 4. Media Coverage
Source: Informant MJ, 2022

Products and services as a result of new ideas in media innovation are the next stage of media innovation described by theory related to products or services offered and owned by certain public relations institutions in providing media novelty. TEM stated that the services provided to the media crew and certain communities were very good, informative, and cooperative in conveying information about the Guns N Roses concert. This was also supported by the CEO of TEM ST in suggesting several media innovations around TEM products and services as the concert promoter of the event, namely as follows;

TEM provides services for media needs from pre-concert to concert day and provides all documentation and media partner needs related to concerts and support. This is accommodated by the public relations division to serve the media. The information provided by TEM is useful for media coverage, because TEM's public relations division is the main source of information for the media. without a hitch and everything went smoothly. TEM helps media grow its reporting network TEM maintains its relationship with the media. through a consistent approach to the media by holding press conferences and media visits, and providing easy access to the media to meet with management (Informant MT, 2022).



Figure 5. Press Conference and Media Tour

Source: Third Eye Management

This was also felt directly by the media crew who coordinated and collaborated with TEM regarding the products and services provided to the media regarding information regarding coverage, press releases, as well as information dissemination for the media to the wider community. Informants AA, MJ, DP, GAT mentioned how far TEM media innovation is in providing products and services to related parties or stakeholders, as follows;

TEM's relationship with media partners is good. The service that TEM provides to the media during the Guns N' Roses concert is very good, proactive, knowledgeable and cooperative. The information provided by TEM is very helpful for the media to provide this information to colleagues in the media, without a hitch. TEM helps networks report communications. Actively discuss to develop creatively interesting content ideas TEM maintain relationships by communicating regularly with the media and conveying relevant information (AA, MJ, DP, GAT Informant, 2022).

To do a member check, the wider community will also experience the products and services of the TEM promoter, especially the audience as end users of the Guns N Roses concert event. The following is an overview that is felt by the audience regarding TEM products and services as a promoter or organizer of the event's concerts, which are as follows;

TEM's service to the audience at the Guns N' Roses concert was very good, TEM provided the necessary information, such as the time and place of ticket sales, information provided by TEM that could help the audience, the media crew had no barriers to providing information about GNR TEM maintained a relationship with the audience. audience through interactions and giveaways on Instagram (Informant DD, 2022).



Picture 6. Guns N' Roses Quiz
Source: Third Eye Management)

Informant CEO of TEM ST stated several improvement efforts in ticketing and evaluation of coverage and news as a form of service to stakeholders. Not only that, the public relations division of TEM stated that there are several forms of evaluation and improvement of the practice of implementing public relations through new media as a form of reference to improve by accommodating new media in it to view the latest reports on Instagram, which are as follows;

TEM conducted a post-concert review with Guns N Roses artists and assessed ticket sales and media coverage of the Guns N Roses concert. In holding a Guns N Roses concert, there are no challenges. TEM held a special event to make the Guns N' Roses concert a success, namely the Mini Concert titled Tribute to Guns N' Roses 'Not In This Lifetime Tour' which was held at Hard Rock Cafe, Jakarta. During the Guns N' Roses concert, there was no disturbance whatsoever. PR held an evaluation after the concert by making a Media monitoring report that evaluated media coverage quantitatively (number of articles/news, media value, viewers, impressions) and qualitatively (tone, key message mention, spokesperson (MT Informant, 2022).

In line with other informants from the media, AA, MJ, and GAT revealed that efforts to improve and evaluate media innovations

used by TEM against the media and other public relations.

TEM held an evaluation after the Guns N' Roses concert by sending press releases and uploading media reports about the Guns N' Roses concert on social media. Guns N' Roses concert (MT informant, 2022).

There was a special event organized by TEM to make the concert a success, a mini concert Tribute to Guns N' Roses, Not In This Lifetime Tour organized by musicians from various bands as an evaluation and improvement effort. Indonesian rock musicians such as Aria Baron, Candil, Kikan, Iga Massardi and Stella Gareth. they performed many GNR songs (AA Informant, 2022).



Figure 7. Tribute to Guns N' Roses Concert

Source: Third Eye Management)

It can be seen that efforts and improvements to media innovation are beneficial in accordance with the theory of Robbins and Judge (2015) through the systematic use of technology media on new media used by TEM as the promoter of the GNR concert features New media used through Instagram for insights are recorded in numerical reports in the form of number, number of articles, viewers, until impressions can be seen, as well as considering insights in the form of qualitative in the form of content,

comments and message quality through new media related to concert events. the.

In terms of the role of media, media innovation, [Robbins and Judge \(2015\)](#) theory is considered related to what is stated in the data and information from key informants and other informants. This suitability answers the objectives of the first research and will then be discussed further on the role of media relations on several components of [Kinsky's theory \(2019\)](#) in presenting top media relations such as image, trust, and the achievement of personal and organizational/business goals.

This is considered normal because the pattern of media connectivity is a network/network that maintains media relations with each other and collaborates to achieve organizational/personal goals focusing on voicing the information to be conveyed, especially in the context of this GNR concert event.

[Maydina \(2021\)](#) provides findings on media relations where the image/reputation of the media is currently owned, and GNR is considered to have a reputation as a promoter/ facilitator in inviting top international bands, musicians, or artists. This was also stated by the CEO of TEM ST who stated that the promoter's image/reputation had so far been stated. The following is the presentation in question, namely;

The TEM strategy in maintaining the image is to approach and build a deep network and provide access to the media during concerts by providing a strategic position for media covering concerts. And also provide tickets for editors and high-ranking media officials. TEM did not have a negative image during the Guns N Roses concert. TEM's image in the eyes of the general public is as a consistent promoter of bringing international class A artists to Indonesia ([SA informant, 2022](#)).

There are several efforts and strategies to improve the negative image if there are views of the media and the general public seeing the TEM promoter. This was revealed

by the public relations division of TEM in carrying out efforts to improve negative image and reputation if TEM was hit by these issues, namely;

If a negative image occurs, the public relations department will find out where the negative image is coming from and isolate and disable the source, then hold a press release or press conference and disseminate information. (through both old and new media) However, during the Guns N Roses concert, TEM's image and public and media feelings were quite neutral and good. No negative image ([MT informant, 2022](#)).

The media also expressed several views on the image/reputation obtained by TEM. This was also mentioned by informants AA, MJ, GAT, namely;

The impression that TEM had was a great promotion, international concert. If there is a negative image, TEM will correct it by providing information that can offset or mask the negative image. Or hold a press conference if it's important. TEM's good image in the eyes of the public and always trying to bring quality artists to Indonesia is TEM's effort to maintain its image ([Informant AA, MJ, GAT, 2022](#)).



Figure 8. CEO of TEM Media Tour at GBK.

Source: Third Eye Management

Not only image and reputation are built in media relations, trust is also established in media relations. Trust is assessed as a form of subjectivity between media to acknowledge the honesty of the media's capabilities so that between parties have a tendency between

parties in it with good relations and mutually beneficial relationships with each other. This was also expressed by the CEO of TEM and the public relations division, ST and MJ, as follows;

TEM's relationship with the media has been based on the belief that the coverage provided is valid & accurate. Meanwhile, public relations must believe that the coverage given to the media is not misused for the benefit of the media. Trust in the media in public relations can be seen based on the good interactions that exist between Public Relations using the media & are mutually beneficial. The Public Relations Division has good interactions using the media which can be seen based on the very positive output of media news about TEM (Informant ST, MT, 2022).

As for the explanation of the results/outputs of trust obtained by the media with TEM so far in initiating and reporting about the concert event, Informants AA, MJ, DP, and GAT revealed as follows;

TEM's relationship with the media is based on trust and on the basis of sustainable ecosystem relations such as good coordination, communication and others. This is built on the media's trust in TEM which can be seen from their intensity and tone in maintaining relationships with media partners. TEM has a good relationship with the media (Informant AA, MJ, DP, and GAT, 2022).

The image and trust aspects of the role of media relations are considered good and fulfill the connectedness of the media in building good, cooperative, and integrated relationships with each other. So that it can meet the interests, achievements, and goals to be fulfilled by the media, both in the form of individuals and organizations. This is also felt by the TEM, both the CEO and the public relations in it. Explanation of personal/organizational achievements in media relations.

The Guns N' Roses concert was considered a success thanks to the

overwhelming and positive media coverage and the high participation of fans and audiences in pre-concert activities. And the number of spectators filled the capacity of the GBK Stadium. In the Guns N' Roses concert, the success of the Guns N' Roses concert can be seen from the level of fan and audience participation in pre-concert activities to D-Day and the positive response from fans, partners and media. As well as, high and active media coverage and lots of social media posts. Likewise, the number of spectators' present fulfills the capacity of the event location. And revenue from ticket sales also reached the target. In addition, future achievements are expected to TEM hopes to attract musicians and other international banks in the coming years (Informant ST, MJ, 2022).

Aspects of personal and organizational achievements also need to look at other media parties to see how far these achievements are perceived as beneficial for various parties in it, especially for the media involved. Informants AA, MJ, DP, and GAT provide an overview of the achievements obtained as follows;

Guns N' Roses Concert was a huge success. The success of the Guns N' Roses concert was seen from the large number of satisfied audiences after watching the show. TEM's hope in the coming years is to always maintain good relations with the media, both new and old media (television, radio) (Informants AA, MJ, DP, GAT, 2022).

This achievement is also seen from the perspective of the GNR audience as a point of view that feels the benefits, the pleasure provided by TEM as the promoter of the concert event, as well as information obtained from the media. The DP party mentions some of the perceived achievements, namely as follows;

The Guns N' Roses concert hosted by TEM was a huge success. The Guns N' Roses show was a huge success with ticket sales and audience attendance and Guns N' Roses news in new media. The audience's hope for TEM in the coming year is that we can

continue to bring international artists to concerts in Indonesia (Informant ST, MJ, 2022).



Figure 9. online media

Source: kompas.com

The relationship between Kinsky's theory (2019) and Maydina's theory (2021) research is considered to be related and fulfills the purpose of this study, namely understanding the role media relations on the Guns N Roses music concert where the image, belief, and personal/ organizational achievements have met the criteria for data, information. which have been sorted and reduced according to the provisions of the qualitative data analysis.

The presence of the image as the initial benchmark of the organization can meet the level of trust of other parties to build relationships, good relations, professional networks to meet their respective personal interests and goals. In this context, it is the interest of TEM as a promoter of music events, the media in obtaining the information needed and provided by TEM, as well as the audience of GNR fans who find it easy, fun, and satisfying in participating in the music concert event.

It can be said that there is a significant role between media innovation and media relations on media management, both new media and old media, which are dominated by new media through Instagram and the latest marketing/public relations techniques through influencers, comments, impressions, viewers, etc.

In addition, the management of media innovation and media relations can be said to have a major influence on the success of the GNR concert event and fulfill the overall public relations aspects in terms of delivering new information, building a good, coordinating, and cooperative stakeholder network, building image and trust. Some of these components are considered to also fulfill the interests and goals of various parties and stakeholders, both the TEM promoters, the media, and the audience directly experience the benefits that are met from the management of public relations in order to promote the concert event which was successful, seen from various aspects.

CONCLUSION

The role and innovation of media relations is part of the information in the management of the Guns N Roses music concert as well as an understanding of the existence of media innovation and media relations promoter TEM at the Guns N Roses concert, considered to have a good role and relate to each other due to the use of new and old media. dominated by new media. Viewed in detail, there are several parts that can be concluded from the role of media, media innovation and media relations.

The innovation is considered to have a significant effect because TEM manages media innovation through the use of new media, namely social media utilization, the main one being Instagram. The utilization carried out is to fully empower Instagram and social media marketing features for generations Y and Z. The indicator of the success of new media is seen from the media coverage that forms public opinion, attracts

the attention of the general public, the media to reach new and certain people.

Meanwhile, Kinsky's theory (2019) states that the development and development of a positive image of the promoter of TEM as a company that invites GNR to hold a music concert in Indonesia achieves a positive image that gains trust both in the eyes of the media and the public as a big and well-known promoter who invites artists, musicians, and international bands to Indonesia. The indicator fulfilled in fulfilling the interests of TEM as a promoter was the success of the GNR concert which was warmly and enthusiastically welcomed by the media and the general public as spectators.

The success was shared with the media in the form of information, press releases using new media to facilitate access to news information, and also the audience who felt the success of the event in terms of ticketing, the full audience during the event, to the endless news after the event. Therefore, the role of the media, media innovation and media relations have a big role in the successful management of certain events or events, in this context the Guns N Roses concert event held in Indonesia.

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