

Optimizing Sponsorship Strategies for Music Concerts: Insights from Nyanyian Riang Gembira 2023

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Abstract

Sponsorship plays a crucial role in the success of events by providing financial, product, and service support. This research explores the sponsorship activities and strategies during the Nyanyian Riang Gembira 2023 event, organized by CV Endless Creative Production. A qualitative approach was utilized, employing interviews, observations, and documentation as data collection methods. The analysis followed five stages: SOAR analysis, data reduction, data presentation, conclusion drawing, and triangulation. The results indicate that despite significant efforts in managing sponsorship, its implementation remains suboptimal, mainly due to the lack of a structured and dedicated sponsorship strategy. The study highlights the importance of a well-defined sponsorship strategy to enhance brand visibility, strengthen relationships with sponsors, achieve sponsorship objectives, and create a systematic approach to sponsorship management. These findings underscore the need for a more strategic and organized sponsorship approach to improve both the financial stability and sustainability of events. By refining the sponsorship strategy, CV Endless Creative Production can attract more sponsors and secure long-term collaborations with existing sponsors, contributing to the growth of future events.

Keywords: Sponsorship Strategy, Event Development, SOAR Analysis, Music Events

Abstrak

Sponsorship memainkan peran penting dalam kesuksesan acara dengan memberikan dukungan dalam bentuk dana, produk, dan layanan. Penelitian ini mengkaji aktivitas sponsorship dan strategi yang diterapkan pada acara Nyanyian Riang Gembira 2023 yang diselenggarakan oleh CV Endless Creative Production. Pendekatan kualitatif digunakan dengan metode pengumpulan data berupa wawancara, observasi, dan dokumentasi. Analisis dilakukan melalui lima tahap: analisis SOAR, reduksi data, penyajian data, penarikan kesimpulan, dan triangulasi. Hasil penelitian menunjukkan bahwa meskipun telah ada upaya signifikan dalam pengelolaan sponsorship, implementasinya masih kurang optimal, terutama karena tidak adanya strategi sponsorship yang terstruktur dan terdedikasi. Penelitian ini menekankan pentingnya strategi sponsorship yang jelas untuk meningkatkan visibilitas merek, memperkuat hubungan dengan sponsor, mencapai tujuan sponsorship, dan menciptakan pendekatan yang sistematis dalam pengelolaan sponsorship. Temuan ini menunjukkan perlunya pendekatan sponsorship yang lebih strategis dan terorganisir untuk meningkatkan stabilitas finansial dan keberlanjutan acara. Dengan memperbaiki strategi sponsorship, CV Endless Creative Production dapat menarik lebih banyak sponsor dan membangun kolaborasi jangka panjang dengan sponsor yang ada, yang akan berkontribusi pada perkembangan acara di masa depan.

Kata Kunci: Strategi Sponsorship, Pengembangan Acara, Analisis SOAR, Konser Musik

A. INTRODUCTION

The initial phase of tourism industry growth can be traced back to a historical period when travel for leisure, tourism-related activities, and cultural exhibitions started becoming widely recognized. This era marked the increasing popularity of recreational journeys as societies began to embrace tourism as both a form of entertainment and cultural appreciation (Sutaguna et al., 2024). Tourism plays a crucial

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role in economic growth, cultural interactions, and environmental consciousness. As an interconnected system, it involves multiple sectors such as hospitality, transportation, and attractions to create valuable experiences for travelers. The prosperity of a tourist destination is influenced by aspects like accessibility, service excellence, and the distinctiveness of its attractions" (Yoeti, 2016). It is considered one of the ways to utilize and develop a potential area by fostering economic growth through diversification, helping to alleviate poverty, and establishing mutually beneficial relationships with other product and service providers—a concept later known as the tourism multiplier effect ((P. et al., 2021). Implementing targeted strategies is essential to mitigate the diverse impacts that may arise in a given context. One effective approach in this regard involves utilizing the Limits of Acceptable Change (LAC) framework, which provides a structured method for managing and adapting to environmental and social challenges in tourism development(HM et al. 2023)

The study examines the dynamic interplay between festival organizers and corporate partners, emphasizing how collaborative approaches in sponsorship can transcend traditional resource provision to become strategic marketing choices (Luonila, 2016) This shift emphasizes the cultivation of relational objectives, where privileged access to consumers through sponsorship enables brands to foster intimacy and add substantial value to consumer-brand interactions in relaxed, comfortable environments (Donlan & Crowther, 2012). Such symbiotic relationships leverage the immersive nature of music festivals to enhance brand image and consumer attitudes, ultimately influencing purchase intentions (Hutabarat & Gayatri, 2014). This evolution underscores the importance of integrating brand experiences directly into the event design to achieve mutual objectives for both the festival and its sponsors (Fernandes & Krolikowska, 2022). This approach transforms sponsorship from a transactional exchange into a strategic partnership, where the sponsor's presence significantly enhances the attendee experience, leading to improved brand recall and purchase intent (Greenhalgh & Kim, 2024). Furthermore, effective sponsorship strategies often involve activation leverage, where sponsors engage attendees directly through brand-related activities, thereby creating memorable brand experiences and fostering deeper consumer engagement (Skard & Solem, 2022). This comprehensive approach to sponsorship, moving beyond simple logo placement, allows for the creation of unique consumer touchpoints that can significantly amplify a brand's presence and market penetration (Park & Sihombing, 2020). This includes strategies such as leveraging emotional resonance through authentic testimonials and storytelling, and refining visual tactics to enhance appeal without inducing undue pressure on consumers (Syahputra et al., 2025). Moreover, the efficacy of these strategies is often amplified by the level of attendee involvement with the event, as highly engaged consumers are more receptive to sponsor messaging and brand activations (Polyakova et al., 2024). This research posits that successful activation, conceptualized as strategic engagement initiatives by sponsors, significantly influences brand concreteness, attributions, and personality (Wakefield, 2012). This study further aims to elucidate how these elements collectively contribute to a more profound and lasting impact on consumer behavior, extending beyond the immediate concert experience (Fernandes & Krolikowska, 2022). Specifically, the study will analyze how various activation campaigns, designed for symbolic or social benefits, influence altruistic motives and subsequent sponsorship outcomes (Dreisbach et al., 2018).

It will also explore the role of consumer emotional intelligence in mediating these effects, thereby contributing to a nuanced understanding of sponsorship effectiveness in experiential settings (Vredevel, 2018).

This includes an examination of how experiential marketing, through its strategic experiential modules, can cultivate enhanced customer engagement and brand loyalty within the dynamic atmosphere of live music events (Lu et al., 2023) (Hsiao et al., 2021).

Tourism plays a vital role as a major contributor to national revenue in both developed and developing nations. This sector has become an essential driver of economic growth, creating employment opportunities and generating foreign exchange earnings. In Indonesia, tourism holds a particularly strategic position due to the country's vast natural and cultural wealth, attracting millions of domestic and international visitors each year. The government, along with various stakeholders, continuously strives to develop and promote tourism by improving infrastructure, enhancing service quality, and preserving cultural heritage. As a result, the tourism industry not only strengthens the national economy but also supports local communities by fostering sustainable development and cultural exchange.(Sinaga & Hasan, 2025)

To optimize the tourism potential of a region and enhance its appeal to both domestic and international tourists, it is essential to focus on improving infrastructure, upgrading public facilities, and ensuring well-coordinated event management. Strengthening these aspects can significantly enhance visitor satisfaction and contribute to the sustainable growth of the tourism sector(Hasan, 2024). The evaluation of a tourist destination's service capacity, along with the challenges it faces, can be effectively analyzed using the Bottleneck framework. This approach is integrated with qualitative analysis methods and supported by purposive sampling techniques to obtain relevant and in-depth insights into the factors limiting service efficiency and visitor experience(Karo & Hasan, 2023)

Pitana et al (2009) also have a different view of tourism in which, Tourism is a travel activity carried out for a while from the original place of residence to the destination area with the reason not to settle or make a living but only for fun, fulfill, spend leisure time or vacation time and other purposes. Over the years, the development of the tourism industry has brought progress in various fields, including entertainment, especially music that creates an event or music event. In the tourism industry, of course, it has several high prospects, especially in the field of Meeting, Incentive, Conference and Exhibition or events. Entrepreneurs significantly contribute to economic development by driving job creation, particularly through Small and Medium Enterprises (SMEs). As a key pillar of the economy, SMEs—most of which are established by entrepreneurs—act as major employment providers, fostering economic growth and stability(Solehudin et al., 2024)

According to Kusuma (2019), Event is an activity that is in line with culture, customs, religion or tradition. Which events are usually held only to commemorate an important or certain moment for an individual or group by involving the community. Events also have several categories such as MICE (Meeting, Incentive, Convention & Exhibition) and Special Event.

MICE which stand for Meeting, Incentive, Convention & Exhibition. MICE activities always involve many sectors and many parties, causing multiple economic effects that benefit many parties. There are various kinds of industries, especially in an event, many event organizers or event organizers appear and organize an event. The development of a business, of course, event organizers need support or support to achieve targets in carrying out an event.

The management of human resources within an organization plays a fundamental role in ensuring the efficiency and effectiveness of its workforce. Human Resource Management (HRM) is a structured process aimed at overseeing various activities related to employee development and organizational success. It focuses on equipping employees with the necessary skills, motivation, and training to align with the company's strategic objectives. HRM encompasses key functions such as workforce planning, organization, leadership, and supervision, all of which contribute to optimizing employee performance and overall business growth(Hanif Hasan et al., 2024)

As stated by Soekanto et al., (2017) roles are defined based on the various functions that each individual has based on their social interaction patterns. the importance of roles is because they regulate behavior. Roles refer more to function, self-adjustment and as a process. The role of sponsorship is very

influential for the formation of an event, such as the role of sponsorship which can be in the form of money, goods and services or other cooperation that can help the organizers and benefit each other or can be called symbiosis mutualism. Event sponsorship can be obtained depending on the lobbying, negotiations and strategies made by the event organizer. The way to find sponsors also requires the professionalism of the event organizer and alignment with the vision, idea and theme of the event.

According to Natoradjo (2011), Sponsorship is a commercial transaction, in which the funder expects profit or feedback from the recipient of the funds and both parties agree to give and receive each other. This transaction is usually related to promotional services provided by the recipient of funds in exchange for funds or goods provided by the sponsor for the event to be held. The promotional services can be in the form of placing the brand name on advertisements, banners and banners, during the event. It also includes conducting public relations and promotional activities during event. This relates to the opinion presented by Masteman (2007), which explains that the process of sponsorship planning activities is described in such forms as; organizational objectives, marketing planning, sponsorship targeting, sponsorship feasibility, sponsorship agreement, sponsorship planning, sponsorship implementation and sponsorship evaluation & feedback. These principles will be developed by the author whether the role of sponsorship in success of an event runs smoothly and in accordance with what has been planned and targeted.

CV Endless Creative Production is a well-established event organizer with extensive experience in organizing various events, including music concerts, festivals, and other activities, particularly in South Sumatra, with a strong presence in Palembang City. This company was founded in 2015 by Nurirwansyah Putra S.H. and his colleagues, who shared a mutual passion for the event industry. Initially operating under the name Aster Putih Production, the company underwent a rebranding due to several internal changes, ultimately becoming CV Endless Creative Production.

Since its establishment, the company has specialized in organizing concerts and artistic performances, maintaining its reputation as a leading event organizer in the region. Even during the pandemic, CV Endless Creative Production successfully managed to hold four major events, one of which was Nyanyian Riang Gembira 2023. This music festival, held on March 18-19, 2023, at Plaza Gelora Sriwijaya Jakabaring Sport City Palembang, attracted around 6,000 attendees. Featuring performances from 10 well-known artists popular among millennials and Generation Z, including Hivi, JKT48, Reality Club, Diskoria, Fiersa Besari, Bagas Ran, Nadin Amizah, and Sal Priadi, the event demonstrated the company's capability in delivering large-scale entertainment experiences.

At the 2023 Nyayian Riang Gembira Festival, the Project Manager and PIC Sponsorship have conducted research and planned a list of potential targets of approximately 150 targets to be contacted by the sponsorship division team, but of the many potential targets listed on the sponsorship team only got approximately 12 sponsors who participated in the 2023 Nyayian Riang Gembira music festival event.

Table 1

List of Sponsors of Nyanyian Riang Gembira 2023

No.	List of sponsors for Nyanyian Riang Gembira 2023
1	Authenticity (Main Sponsor)
2	Astra Motor
3	Honda South Sumatra
4	The Pucuk
5	Le Mineral
6	Wardah
7	Khaf

- 8 Emina
- 9 Coca Cola
- 10 Vla Photobooth
- 11 Sosu
- 12 LRT

Source: CV Endless Creative Data (2024)

The phenomenon that occurs after looking at the list of sponsors - sponsors at the Nyanyian Riang Gembira 2023 event, it turns out that the number of sponsor participations that joined this event did not reach the revenue target set by the event owner. Based on the process of sponsorship activities carried out by the sponsorship division team at this one music concert event is less than optimal. So it is also necessary to have a development strategy in the sponsorship activity process that must be carried out by the sponsorship division team in order to have a special strategy in the sponsorship activity process and achieve the revenue target for sponsorship.

Table 2

List of event sponsor CV Endless Creative 2022 – 2023

Years	Event	Consistent Sponsor
2022	Feel Your Intimate 2022	Authenticity (Main Sponsor) Wardah KAHF
2023	Menuju NRG 2025	Astra Motor Honda Sumsel Coca Cola joyday
2023	Nyayian Riang Gembira (NRG) 2023	Authenticity (Main Sponsor) Astra Motor Honda Sumsel Teh Pucuk Le Minerale Wardah Kahf Emina Coca Cola VLA Photobooth SOSU LRT

Source: CV Endless Creative Data (2024)

The table outlines the list of sponsors for events organized by CV Endless Creative in 2022 and 2023, showcasing the consistency and changes in sponsorship over these two years. In 2022, the Feel Your Intimate 2022 event had three primary sponsors: Authenticity, Wardah, and KAHF. This reflects a more focused sponsorship base with just a few key players. However, in 2023, the Menuju NRG 2025 event saw an increase in the number of sponsors. It had four sponsors, including Astra Motor, Honda Sumsel, Coca Cola, and Joydav, marking a slight expansion in sponsor involvement compared to the

previous year. Later in 2023, the Nyawian Riang Gembira (NRG) 2023 event exhibited even greater diversity in sponsorship. The event was supported by twelve sponsors, including Authenticity (the main sponsor), Astra Motor, Honda Sumsel, Teh Pucuk, Le Minerale, Wardah, Khaf, Emina, Coca Cola, VLA Photobooth, SOSU, and LRT. Notably, Authenticity remained a key sponsor across both events in 2023, showcasing the consistency of their support, while Honda Sumsel and Coca Cola also maintained their sponsorship role across multiple events.

There were no similar events held prior to 2022, making the Feel Your Intimate 2022 the first of its kind in terms of its format and sponsorship structure. This marks a significant shift in CV Endless Creative's event strategy, as it introduced a new kind of event that attracted key sponsors and set the stage for future events.

The comparison between these two years reveals a clear trend towards increasing sponsor participation, with some sponsors like Authenticity and Honda Sumsel consistently supporting multiple events. This highlights the strong, ongoing relationships that CV Endless Creative has developed with several brands, while also indicating an evolving strategy in attracting a broader range of sponsors as the events grow in scale and popularity.

Based on these reasons, therefore the author raises this research to find out more about sponsorship activities at the Nyanyian Riang Gembira 2023 event and to determine the development strategy of sponsorship activities at the Nyanyian Riang Gembira 2023 event involving the Owner of CV Endless Creative Production, Project Manager Nyanyian Riang Gembira 2024, and PIC of the Sponsorship Division as sources/informants to see whether the Sponsorship Activity Development Strategy is important at an event.

The field of event sponsorship, particularly in the context of music concerts, has seen significant development in recent years. Sponsorship plays a pivotal role in ensuring the financial viability and success of events, offering support through funding, products, and services. However, despite its importance, there is still a gap in the strategic management of sponsorship in many events, especially when targeting and maintaining long-term sponsor relationships. This study specifically addresses these gaps by focusing on the sponsorship strategies of the Nyanyian Riang Gembira 2023 music concert, organized by CV Endless Creative Production.

Current literature on sponsorship in the event management field, such as Cornwell's work on the dynamics of sponsorship in sports and arts, highlights the potential of strategic sponsorship to enhance brand visibility and event success. However, much of this research tends to be generalized, focusing on large-scale, high-profile events, often overlooking the nuances that smaller or regional events face in building and maintaining effective sponsor partnerships. This research, therefore, explores sponsorship strategies in a more localized setting, offering a fresh perspective on the management and optimization of sponsorship activities within the context of a mid-scale music event in Palembang, Indonesia.

The novelty of this study lies in its application of the SOAR (Strengths, Opportunities, Aspirations, Results) analysis framework, a less commonly used tool compared to SWOT analysis, to assess sponsorship strategies. By focusing on the strengths and opportunities of the event and aligning them with the aspirations of both the event organizers and sponsors, this study presents a new approach to fostering sustainable sponsorship relationships. Additionally, it addresses the lack of a structured sponsorship strategy in CV Endless Creative Production's event planning and provides actionable insights for improving sponsorship acquisition and management. Through this, the research contributes to the development of more systematic and strategic sponsorship practices in the Indonesian event industry, which can be applied to similar music events or smaller-scale events globally.

This research will certainly provide benefits as a development tool and as a reference for science in the field of event organizers related to the importance of the role of sponsorship in a music concert

event, especially at a concert that will be held once a year by a professional event organizer CV Endless Creative Production and the benefits of this research will also be used on an on going basis as a standard operating procedure for sponsorship to organize an event with national and international levels. In practice, this research is expected to be an evaluation material and provide information for the locus in order to find out the role of sponsorship in the Nyanyian Riang Gembira 2023 event. In a larger scope, this research can help for academic development and references related to the role of sponsorship in the industrial world, especially music concerts on the issues studied so as not to apply negative things to the development of a music concert event.

B. RESEARCH METHODS

This research applies a qualitative approach, also known as an interpretive method because the research data is more relevant to the interpretation of the data found in the field. This research only focuses on development strategies to increase sponsorship activities at the Nyanyian Riang Gembira event in 2023 at CV Endless Creative Production. The data collection methods used include observation, interviews with three informants who are stakeholders in CV Endless Creative Production, namely CV Endless Owner, PIC Sponsorship and Project Manager at the 2023 Nyayian Riang Gembira event at CV Endless Creative Production, documentation, and literature study. The data analysis process adopted the SOAR (Strengths, Opportunities, Aspirations, Results) method as an alternative to SWOT analysis, which is derived from the Appreciative Inquiry (AI) approach. SOAR uses the AI paradigm to de-energize the planning process into the SO quadrant and then build Aspirations and Results. SOAR engages stakeholders in conversations to investigate strengths, opportunities and aspirations to create shared values, vision, mission, goals, strategies and outcomes, consisting of data reduction, data presentation and conclusion drawing stages. Data validity was verified through source triangulation techniques. CV Endless Creative Production was chosen as the object of research based on its reputation as an event organizer that focuses on the scope of concerts and art performances in Palembang, so it is expected to provide comprehensive insights related to the phenomenon under study.

C. RESULT AND ANALYSIS

Penelitian ini In this research, three resource persons have participated to help the author achieve the research objectives. Each of the three interviewees provided views on the research questions expressed by the researcher. Based on the results of observations and interviews with the Owner of Endless Creative Production, Project Manager of Nyanyian Riang Gembira 2023, and PIC Sponsorship of Nyanyian Riang Gembira 2023, researchers found that the organizers placed sponsorship as one of the main aspects to support the income of Nyanyian Riang Gembira 2023 concert funds. This is also followed by not maximizing the implementation of sponsorship activities that have been implemented by Endless Creative Production, causing problems with the targets set for the funds obtained in sponsorship.

The research questions were then adjusted to the answers of the three interviewees to the components of the question elements based on the Sponsorship theory, Masterman (2007), including the following:

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| 1. Organizational Objectives | Based on the findings of researchers in the field from informants, it is stated that organizational objectives in the CV Endless Creative Production company have been implemented and have a positive impact on the sponsorship activity process. |
| 2. Marketing Planning | Based on the findings of researchers in the field from informants, namely stating that Marketing Planning in the CV Endless Creative Production |

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| | company does not yet have a specific Marketing Planning strategy and is not in accordance with the grand theory that researchers use and has a negative impact on the sponsorship activity process. |
| 3. Sponsorship Targeting | Based on the findings of researchers in the field from informants, it is stated that sponsorship targeting in the CV Endless Creative Production company is less than optimal and not in accordance with the grand theory that researchers use and has a negative impact on getting potential sponsor targets in the sponsorship activity process and on the profit or profit of the Nyanyian Riang Gembira 2023 event does not reach the target, causing a negative impact and less than optimal in the sponsorship activity process. |
| 4. Sponsorship Feasibility | Based on the findings of researchers in the field from informants, it is stated that sponsorship feasibility in the CV Endless Creative Production company has been implemented and is in accordance with the grand theory that researchers use and has a positive impact on the sponsorship activity process. |
| 5. Sponsorship Selection and Agreement | Based on the results of the findings of researchers in the field from informants, namely stating that sponsorship selection & agreement in the CV Endless Creative Production company has been implemented and is in accordance with the grand theory that researchers use and has a positive impact in the field. sponsorship activity process. |
| 6. Sponsorship Planning | Based on the findings of researchers in the field from informants, it is stated that sponsorship planning in the CV Endless Creative Production company has been implemented and is in accordance with the grand theory that researchers use and has a positive impact on the sponsorship activity process. |
| 7. Sponsorship Implementation | Based on the findings of researchers in the field from informants, it is stated that sponsorship implementation in the CV Endless Creative Production company has been implemented and is in accordance with the grand theory that researchers use and has a positive impact on the sponsorship activity process. |
| 8. Sponsorship Evaluation and Feedback | Based on the findings of researchers in the field from informants, namely stating that sponsorship evaluation and feedback in the CV Endless Creative Production company has been implemented and is in accordance with the grand theory that researchers use and has a positive impact on the process sponsorship activities. |

SOAR Analysis

a. Strength

There are several internal factors identified as strengths that are very important for the development strategy of sponsorship activities in Endless Creative Production's CC development strategy such as:

1. Have a solid leadership and team that is able to create an effective work structure, collaborative and focused on achieving goals.
2. Provide satisfactory treatment to sponsors.
3. Able to maintain communication with sponsors to create sustainable cooperation.
4. Endless is a modern event organizer that attracts potential sponsors.

b. Opportunities

There are several external factors identified as opportunities in the development strategy of sponsorship activities in Nyanyian Riang Gembira 2023 as follows:

1. The number of events continues to grow in Palembang.
2. Increase brand awareness and brand exposure of events in Palembang city that increase loyalty to sponsors and the public.
3. Improve the quality of events in Palembang city, invite more participants, or provide better facilities.
4. Opportunities to benefit from each other.

c. Aspiration

There are several internal factors identified as aspirations or expectations from the development strategy of sponsorship activities at the Nyanyian Riang Gembira 2023 event at Cv Endless Creative Production:

1. NRG can be the main big event in Palembang.
2. Endless Creative gained financial support and enhanced reputation.
3. To create a mutually beneficial and sustainable relationship.

d. Result

There are several factors of the results achieved from the development strategy of sponsorship activities at the Nyanyian Riang Gembira 2023 event at Cv Endless Creative Production:

1. Secure funds from sponsorships to cover the operational costs of the event.
2. Help promote the Singing Riang Gembira 2023 event.
3. Collaborations that increase event visibility through social media, email marketing and advertising.
4. Make the Nyanyian Riang Gembira 2023 event more attractive to visitors and partners other potentials.
5. A good relationship between the two parties makes for long-term cooperation.

D. CONCLUSION

SOAR's strategy in sponsorship activities at the Nyanyian Riang Gembira 2023 event is as the main event in Palembang supported by solid leadership and an effective team, focused on achieving goals, and good management from planning to event implementation. The importance of maintaining good communication and providing satisfactory treatment to sponsors is also a key factor in creating mutually beneficial relationships, ensuring financial support, and building the event's reputation as strong and trusted. Nyanyian Riang Gembira 2023 attracted sponsors who were looking for high exposure. Improved event quality will ensure audience and sponsor satisfaction, which will promote the event through word-of-mouth and social media. Effective collaboration between sponsors, organizers and visitors will increase the visibility of the event through social media, email marketing and advertising, and create an engaging and profitable experience for all parties on an ongoing basis. Thus, good cooperation between all parties is the key to success in promoting, managing and producing a successful event.

The findings from this research emphasize the critical role of sponsorship in ensuring the success of large-scale events such as Nyanyian Riang Gembira 2023. While CV Endless Creative Production has made significant efforts in securing sponsorships, the study reveals that its strategies remain suboptimal, particularly in sponsorship targeting and marketing planning. The reliance on a limited number of

sponsors led to challenges in meeting revenue expectations, highlighting the necessity for a more structured and proactive approach.

Implementing a more refined sponsorship strategy, particularly through the SOAR (Strengths, Opportunities, Aspirations, Results) framework, could significantly enhance the effectiveness of sponsorship acquisition and management. A strategic approach that includes improved promotional efforts, strengthened communication with potential sponsors, and a well-defined value proposition for sponsors would not only increase sponsorship engagement but also contribute to the long-term sustainability of the event.

Additionally, fostering long-term partnerships with sponsors rather than focusing solely on short-term collaborations could create a stable financial foundation for future events. Establishing clear evaluation metrics and conducting dedicated sponsorship performance reviews after each event would further enhance efficiency and ensure continuous improvement.

Moving forward, event organizers should emphasize building stronger relationships with brands that align with the event's target audience. By leveraging digital marketing, networking, and direct engagement strategies, CV Endless Creative Production can attract more sponsors and secure higher levels of support. Ultimately, refining sponsorship strategies will not only benefit the company but also elevate the overall quality and sustainability of music events in Palembang.

To increase the effectiveness in securing sponsorship support for the upcoming Nyanyian Riang Gembira in the future, it is recommended to consider a more structured approach by implementing the SOAR (Strengths, Opportunities, Aspirations, Results) strategy, which includes identifying the strengths and opportunities of the event, as well as creating a clear vision for collaboration with sponsors, and establishing a measurable success matrix for regular evaluation of results

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