

## COMMUNITY PARTNERSHIP STRATEGIES FOR EVENT BUSINESS SUCCESS IN INDONESIA

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### ABSTRACT

This study explores the business expansion strategies of 'MELAYA' in Indonesia, with a focus on leveraging community partnerships. Over the past decade, Indonesia's music and events industry has experienced substantial growth, driven by increasing public interest in concerts and festivals. The research aims to analyze how community partnerships can enhance the success of MELAYA's business expansion while addressing the intense competition from established players in the industry. MELAYA, which operates primarily in Bandung's music and event sector, faces challenges in securing partnerships and building brand awareness as it expands into other cities. Optimized digital marketing strategies are expected to foster trust in partnerships and support this expansion. The findings from this research are intended to provide insights into the effectiveness of community partnership strategies in driving event business growth and offer solutions to overcome competitive challenges in this dynamic industry.

**Keywords:** Business Expansion, Partnership Strategies, Music Industry, Empowerment of MSMEs

### A. INTRODUCTION

Indonesia's music industry has experienced significant growth in recent years, fueled by a surge in musical talent, advancements in production technology, and a heightened enthusiasm for live events—particularly among Millennials and Generation Z (Unairnews, 2024). This demographic, known for its strong digital presence and cultural engagement, has played a vital role in the rising popularity of

music concerts, independent festivals, and creative gatherings across the country. The increasing demand for such events has, in turn, catalyzed the expansion of the broader events sector, especially within the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry.

Emerging from this vibrant ecosystem, Melaya was established in 2022 as a music event organizer with a focus on delivering immersive and well-curated experiences. Positioned at the intersection of creativity and commercial entertainment, Melaya seeks not only to produce successful events but also to empower local talent and contribute to the cultural economy. Through digital marketing efforts and strategic collaborations, the company has aimed to increase brand visibility and offer holistic event solutions (Karpil & Mykhailuk, 2025). Furthermore, by supporting young creatives and providing real-world exposure, Melaya contributes to the development of the next generation of event professionals and artists.

One of Melaya's core growth strategies involves forming partnerships with local communities, creative collectives, and key stakeholders in the music and event industries. However, identifying and securing the right collaborators presents ongoing challenges, especially in balancing artistic integrity, logistical feasibility, and business objectives. These challenges become more pronounced as the company considers expanding beyond its current operational base in Bandung—a city widely recognized as a creative hub in Indonesia.

While Bandung offers a fertile environment for experimentation and cultural innovation, Melaya's long-term vision requires a scalable and sustainable partnership model that can be applied across different regions and event types. Thus, a deeper understanding of how strategic partnerships influence market expansion and brand development is essential. This study investigates the dynamics of Melaya's partnership strategies and evaluates their effectiveness in supporting the company's growth within a competitive and fast-evolving event industry landscape.

## **Theoretical Point of View on Enhancing MSME Empowerment Through Community**

### **Partnership**

The study begins with a SWOT analysis of Melaya, assessing its strengths, weaknesses, opportunities, and threats in the event industry. It then explores Creativepreneurship, which merges creativity with entrepreneurship to drive innovation and business growth (Yulianti, 2021). This includes four dimensions: personality, product, process, and environment (Supriyatna et al., 2009). The Partnership Strategy theory (Mintzberg, 1976) views strategy as an adaptive process shaped by planning, patterns, positioning, tactics, and perspective. Brand Awareness (Keller, 2003) focuses on consumer recognition, enhanced through social media, influencer marketing, and media collaborations (Razak, 2023). Lastly, the Marketing Mix 7P (Kotler & Armstrong, 2012) covers Product, Price, Place, Promotion, People, Process, and Physical Evidence, ensuring business success through branding, distribution, and customer experience. These frameworks guide Melaya's strategic approach in the event industry.

### **B. IMPLEMENTATION AND METHODS**

To address partners' challenges, we develop innovative programs that provide insights into entrepreneurship, market dynamics, design, and technology. Our community development program for the Industrial and Business World (DUDI) focuses on supporting micro-businesses in the fashion creative industry and MSMEs. The process starts with identifying challenges in Melaya's business, collecting data via surveys and interviews, and analyzing consumer needs to refine marketing strategies. Observations help understand industry trends, while business validity is assessed using the Business Model Canvas and Startup Readiness Level (SRL). Additional tools like the Value Proposition Canvas, Porter's Five Forces, and KPIs help evaluate performance, identify opportunities, and shape strategic recommendations..

## C. RESULT AND DISCUSSION

### Customer Growth Rate

Figure 1 and 2 represent the number of Melaya customers from January to June 2024, divided into two parts: January–March (Period 1) and April–June (Period 2). It can be concluded that in Period 1, Melaya had the same number of customers in January and February but experienced a significant increase in March. In Period 2, the number of customers remained stable with a slight increase in June. The total number of customers in Period 2 was higher compared to Period 1.

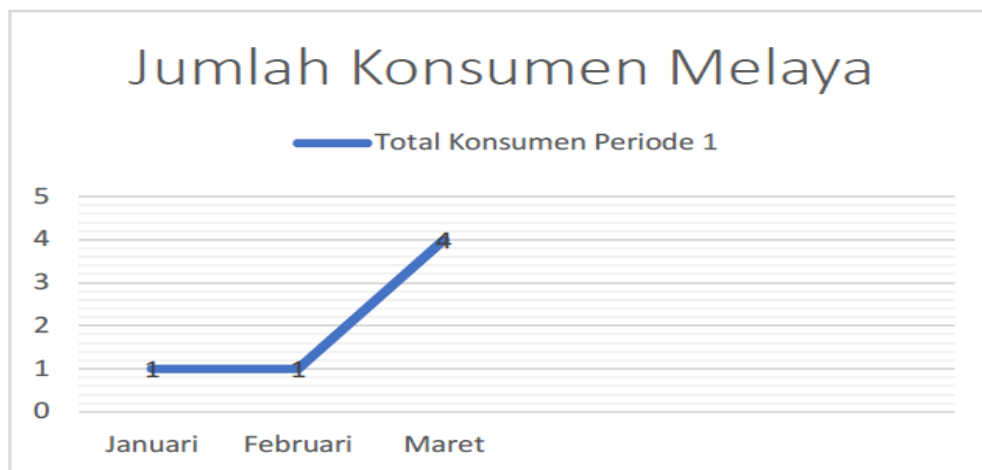


Figure 1: Number of Customers in Period 1

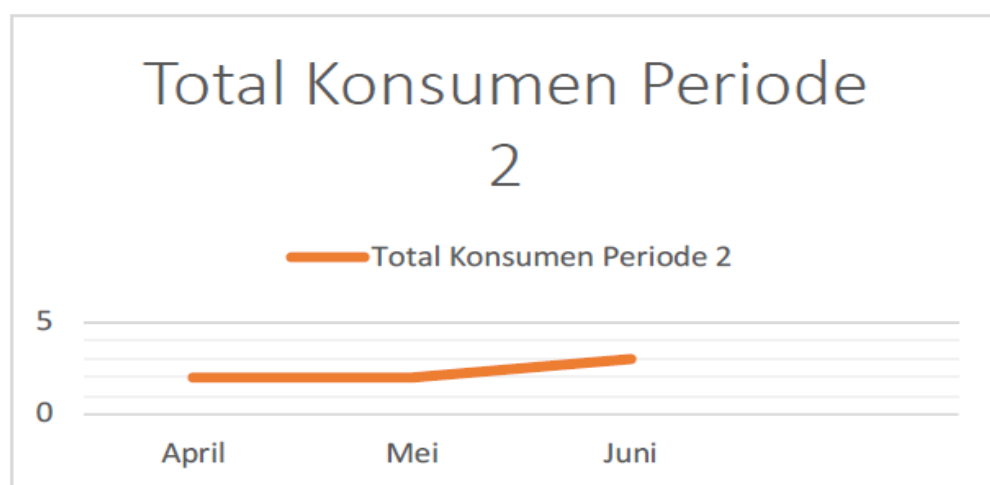


Figure 2: Number of Customers in Period 2

## Growth Rate Calculation

$$\text{Growth Rate} = \frac{\text{Present} - \text{Past}}{\text{Past}} \times 100\%$$

$$\text{Growth Rate} = \frac{7 - 6}{6} \times 100$$

$$= 16.67\%$$

From the above calculation, it can be seen that there was an increase of 16.67% in the number of customers between Period 1 and Period 2, which can be considered a positive growth.

## Sustainable Business Performance Evaluation

Based on the data and graphs presented, it is evident that Melaya's products are in high demand in the Bandung and Jakarta areas. The demand has fluctuated over time, reflecting the unpredictable nature of the event industry. Nonetheless, Melaya's event business is well-positioned for continued growth and expansion into other cities across Indonesia, owing to its successful formation of partnerships and consistent maintenance of service quality in previous events.

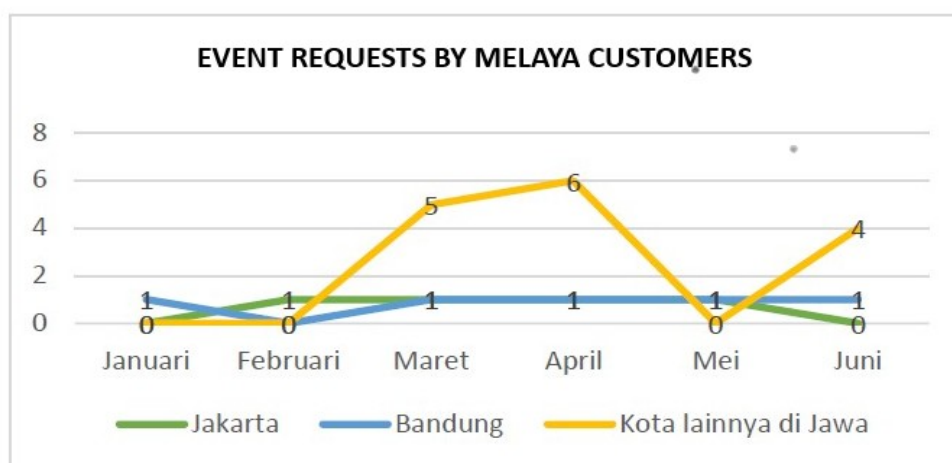


Figure 3 Event Requests by Melaya Customers

From Figure 3 we can see that Melaya has recorded an increase in demand from customers in various regions across Java and its surrounding areas. This growth indicates that Melaya's products are becoming increasingly popular with the public, and its marketing efforts in the event industry are

becoming more effective at reaching and retaining new customers. This demonstrates that the marketing strategies implemented by Melaya have successfully attracted customers and strengthened its position in the event organization industry in Indonesia.

### Business Growth Performance Dashboard

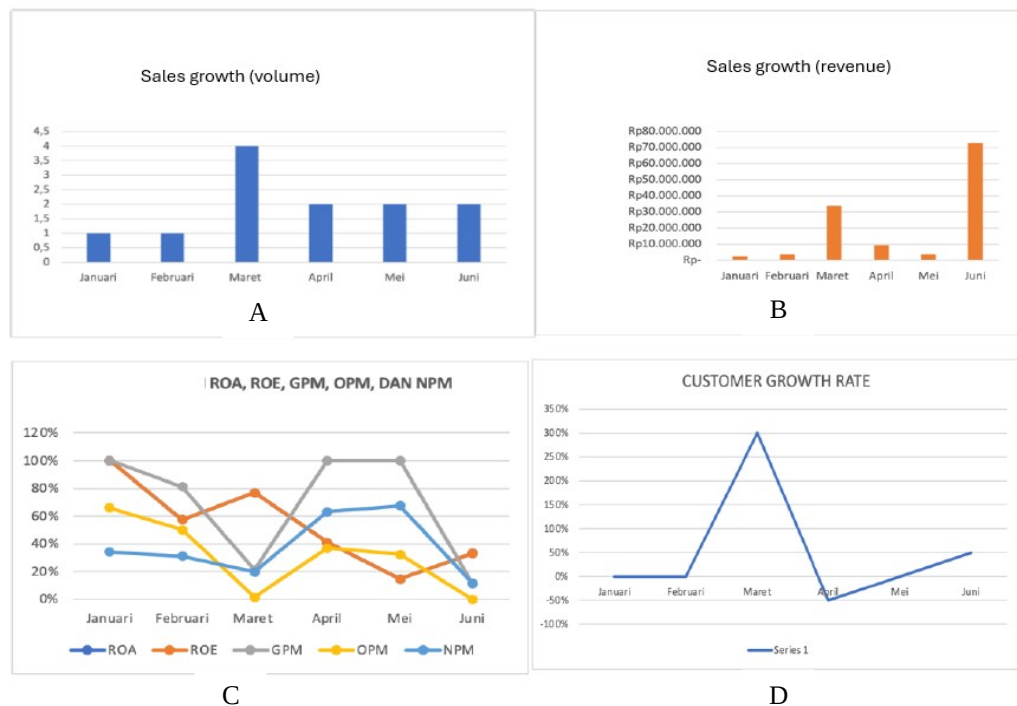


Figure 4. shows the business growth performance of Melaya from January 2024 to June 2024:

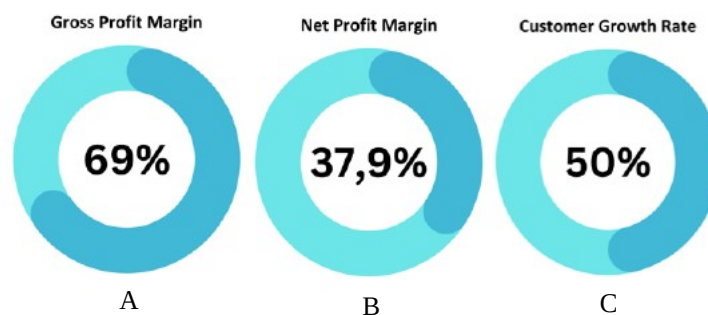


Figure 5 Business Growth Performance Dashboard

Melaya's Business Growth Performance Dashboard is used to analyze and measure business performance, with data covering various aspects of the business. In June 2024, Melaya achieved sales of IDR 72,800,000 due to high demand, although sales dropped in January and May 2024 due to fewer events. From January to June, Melaya sold 12 products and services, with a net income of IDR 19,360,500. Melaya's efficiency ratio showed the highest Return on Assets (ROA) and Return on

Equity (ROE) at 100% in January, and the lowest at 15% in May. Meanwhile, the average Gross Profit Margin of 69% and Net Profit Margin of 37.9% indicated healthy profits from sales.

### **Research and Project History**

Extensive research and community initiatives have built a strong foundation for innovation and knowledge sharing. It began with doctoral research on leader-member exchange and creative performance (Setiadi, 2007), followed by studies on change DNA and creativity (2012–2018). A national grant led to a performance measurement model for creative workers (2012), resulting in a reference book and an IP-protected computer application (HKI No. 28/2014). Further research (2016–2018) explored creative city branding and workforce skills, producing textbooks and Scopus-indexed publications. From 2018–2022, research focused on digital economic governance and a creative behavior database for the industry. Findings were published in international journals and presented at seminars. Looking ahead (2023–2025), a matching fund program aims to commercialize products, prototypes, and technologies, supporting MSMEs and strengthening local economies.

### **Implementing Community Service: Stages And Steps**

How does Melaya expand its presence in the event industry? Melaya, originally an Event Organizer, has evolved into an Event Promoter with a strong focus on the music industry. After successfully hosting several independent events in its early stages, Melaya has broadened its offerings by introducing a range of event products and services in Indonesia. These include Show Management, Partnerships, Production, and Talent Booking and Treatment. The strategic aim behind these offerings is to enhance Melaya's brand image and visibility rapidly, thereby positioning the company as a comprehensive player in the event industry. This approach also expands its network and increases demand for its services across various regions in Indonesia. Within its first year of operation, Melaya has successfully sold all its products and services, supported by professional teams in each division, ensuring high-quality execution of every event. To further achieve growth, the company focuses on

identifying innovation opportunities, enhancing the quality of its offerings, and diversifying its product and service catalog to meet the distinct needs of different regions in Indonesia.

How effective is Melaya's partnership strategy in expanding its market reach within Indonesia? Melaya has adopted a highly effective partnership strategy to extend its market reach, collaborating with local media, influencers, and vendors. These partnerships boost local engagement, event visibility, and operational efficiency. Additionally, Melaya employs the 7P marketing mix strategy and forms collaborations with other event organizers to broaden its presence across Java Island. This approach has yielded positive results, significantly increasing its operational reach and market exposure.

### **Empowering MSMEs Through University Collaboration, Especially With Melaya Event Organizer**

Partnering with universities helps MSMEs like Melaya access knowledge, research, and talent, driving innovation and business expansion: (a). Knowledge & Skills: Access to industry trends, workshops, and training improves event management and marketing strategies; (b). Innovation & Research: Universities support technology adoption, data analytics, and digital marketing for better event planning; (c). Strengthening Local Ecosystems: Partnerships foster community events, vendor networks, and economic growth; (d). Talent & Internships: Collaboration connects MSMEs with skilled students for fresh ideas and workforce development; (e). Market Expansion & Branding: Engaging with university events and communities enhances brand visibility and audience reach; This synergy helps MSMEs scale efficiently while contributing to local economic development.

### **D. CONCLUSION**

Melaya has successfully expanded from an Event Organizer to an Event Promoter in the music sector, offering Show Management, Partnerships, Production, and Talent Booking services. Its focus on brand growth and network expansion has strengthened its presence across Indonesia. Strategic partnerships with media, influencers, vendors, and event organizers have effectively increased market

reach, while the 7P marketing mix has enhanced visibility and efficiency, especially in Java. Collaboration with universities supports MSME growth by providing skill development, research-driven solutions, and networking opportunities, helping Melaya scale and drive long-term success in the event industry.

### **Recommendation: Fostering Synergistic University-MSME Partnerships**

To foster a successful partnership between universities and MSMEs like Melaya Event Organizer, the following strategies can be implemented: (a). Internship & Apprenticeships: Provide students with hands-on experience while bringing fresh ideas to Melaya. (b). Collaborative R&D: Conduct joint research on event management, digital marketing, and audience engagement. (c). Workshops & Training: Offer capacity-building programs in leadership, project management, and digital tools. (d). Knowledge Sharing: Create forums for discussions on industry trends and business innovation. (e). Joint Events: Partner on campus conferences and social initiatives to boost community engagement. (f). Innovation Hubs: Utilize university incubators for new event technologies and digital solutions. (g). Long-Term Partnerships: Collaborate on business expansion, marketing, and funding opportunities. These initiatives drive innovation, efficiency, and business growth while benefiting students, MSMEs, and the local economy.

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