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#### **Abstract**

*In 2023, various music concerts will begin to be held nationally and internationally. Indonesian music fans came in droves to enliven the music concert. Audience music concert activities do not only focus on concerts and purchasing concert tickets but also on crowds in the virtual sector. The activity of watching a music concert is documented and uploaded via social media and Instagram. The use of hashtags is used to support the concert as well as being a means of self-actualization as a music fan. Uploads on Instagram social media with the hashtag immediately received attention from other social media users who were interested in the concert. From this explanation, this research will look at two things. Firstly, how influential hashtags on Instagram are in increasing audience engagement through three music concerts held in Indonesia. Second, look at the comparison of the three music concert hashtags. The research approach used in this research is quantitative, using extensive data-based social network analysis (SNA) methods. The application used in this research is Analisia.io, an artificial intelligence (AI) social analytic application as a tool for collecting virtual data according to the researchers' criteria. The first result of this research is that #blackpinkworldtourjakarta's cumulative total audience engagement is 17,653. #the90festival cumulative total audience engagement 144,150. And #coldplayjakarta, the total audience engagement was 811,387. The first Instagram hashtag most discussed virally is #coldplayjakarta, the second is the hashtag #the90festival, and the last is the hashtag #blackpinkworldtourjakarta. From this analysis, Instagram hashtag comparison activities in increasing audience engagement through music concerts in Indonesia fall into the concept of a network society: timelessness, the cultural consequences of information capitalism, the power of identity, and changing times.*

**Keywords:** *hashtags, Instagram, social network analysis, social media*

## Abstrak

Pada tahun 2023 berbagai konser musik mulai diselenggarakan baik yang sifatnya nasional maupun internasional. Masyarakat Indonesia penggemar musik datang berbondong-bondong meramaikan konser musik tersebut. Kegiatan konser musik penonton tidak hanya fokus kepada konser dan pembelian tiket konser, tetapi juga keramaian di sektor virtual. Kegiatan menonton konser musik didokumentasikan dan diunggah melalui media sosial Instagram, penggunaan hashtag atau tagar digunakan untuk mendukung konser tersebut sekaligus menjadi sarana aktualisasi diri sebagai penggemar musik. Unggahan di media sosial Instagram dengan tagar seketika mendapat atensi dari pengguna media sosial lainnya yang tertarik dengan konser tersebut. Dari penjelasan tersebut penelitian ini akan melihat dua hal. Pertama seberapa berpengaruh tagar di Instagram dalam meningkatkan keterlibatan khalayak melalui tiga konser musik yang pernah diselenggarakan Indonesia. Kedua melihat perbandingan dari ketiga tagar konser musik. Pendekatan penelitian yang digunakan dalam penelitian ini adalah kuantitatif dengan menggunakan metode analisis jaringan sosial atau *social network analysis* (SNA) berbasis big data. Aplikasi yang digunakan dalam penelitian ini adalah analisis.io sebuah aplikasi *artificial intelligence* (AI) *social analytic* sebagai alat untuk mengumpulkan data virtual sesuai dengan kriteria peneliti. Hasil dari penelitian ini pertama adalah #blackpinkworldtourjakarta kumulatif total keterlibatan khalayak 17.653. #the90festival kumulatif total keterlibatan khalayak 144.150. dan #coldplayjakarta total keterlibatan khalayak 811.387. Peringkat pertama hashtag Instagram yang paling ramai dibicarakan secara virtual adalah #coldplayjakarta, kedua adalah hashtag #the90festival, dan terakhir adalah hashtag #blackpinkworldtourjakarta. Dari hasil analisis tersebut kegiatan perbandingan hashtag instagram dalam meningkatkan keterlibatan khalayak melalui konser musik di Indonesia masuk kedalam konsep masyarakat jaringan yaitu tidak terbatas waktu, konsekuensi budaya dari kapitalisme informasi, *kekuatan identitas*, dan perubahan jaman.

**Kata Kunci:** analisis jaringan sosial, Instagram, media sosial, tagar

## Introduction

In 2023, the Indonesian government will open access for the public to interact after restrictions due to COVID-19. Since the beginning of the year, various activities involving large numbers of people, previously limited, have been permitted. Music concerts are becoming more frequent and are held every month in almost all regions of Indonesia, not only by local musicians but also from abroad. Starting from Slank's 25th-anniversary concert in several cities, Dewa19, international music groups such as The Corrs, Blackpink, and Coldplay fill the music concert agenda in Indonesia. Music provides an important and emotive narrative for tourists, as an expression of culture, a form of heritage, a signifier of place and a marker of moments (Lashua et al., 2014). Several events on the music concert agenda in Indonesia feature musicians from across countries, such as the Soundrenaline and Synchronize Festival.

So that the event can be held well and successfully, there needs to be professional management. An event is considered successful if it can attract audiences as previously planned. To achieve this, event organizers must refrain from escaping the use of social media (Atherton, 2023). Moreover, the target audience for the event is young people. Unlike old media such as print, radio,

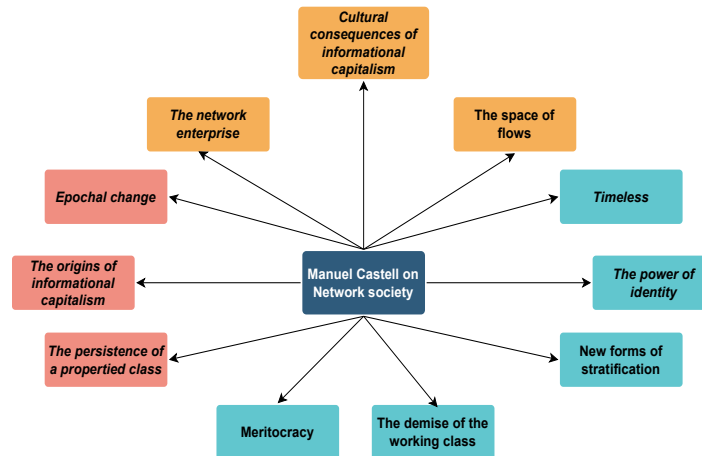
television, or outdoor media, social media has advantages in its approach to the target audience. Not only disseminating information or messages but also an approach that can be more personal and involve audience interaction.

One advantage is the increased audience engagement or interaction with the information and content conveyed on social media. One way to increase engagement is by using hashtags in the content and messages concert organizers convey via social media. Apart from increasing engagement, hashtags can provide opportunities to build a brand by making it easier for audiences to find brands on social media. The audience can also better understand a message in a phrase or a collection of several words in a hashtag to indirectly provide context for the message or series of messages conveyed on social media (Walden Haley, 2024). Previously, there had been a lot of research discussing concerts.

Such research on concert activities has previously been carried out in various scientific disciplines. For example, research entitled *Live Concert Performance: An Ecological Approach* reviews several decades of historical, economic, and sociological studies of music on three concerts that have been held in Scotland (Behr et al., 2016). The research entitled *The Use of Digital Media as a Stage for Korean Music Concerts during the Covid-19 Pandemic* (BTS et al. Study), this research focuses more on the online music group industry from South Korea. Using the Weverse Shop application is an appropriate digital media tool for holding online concerts (Alima & Ramadhanty, 2022). Concert-related research, namely *Phenomenology of post-pandemic concert ticket buyers' interest: Coldplay Jakarta concert ticket war in 2023*, this research discusses consumer behavior in conducting ticket wars which are triggered by the influence of social media in creating interest in the concert (Harisnanda et al., 2023). The research entitled *The Dynamics of the Indonesian Music Industry Ecosystem during the Covid-19 Pandemic* talks about the efforts made by music industry workers in facing the pandemic using communication solidarity, adaptation to habits, exploration of digital space, and a period of contemplation to produce new works (Hastuti, 2020). Apart from that, research related to music concerts has also been carried out in various countries, one of which is research on *Spatial Authenticity and Extraordinary Experiences: Music Festivals and Everyday Tourism Destinations*. The study aims to explore the everyday life of tourism destinations and the relationship between authenticity and extraordinary experiences in the context of popular music festivals through an ethnographic approach (Skandalis et al., 2024).

It was not only related to concerts. Other research related to hashtags was also developed from various multidisciplinary sciences. Research on *Systematic Literature Review: The Role of Instagram social media in the Development of Digital Marketing* This research shows that Instagram social media has played a role as a marketing communication medium, increasing brand awareness, influencing consumer engagement and behavior, and producing data that supports marketing strategies (Watajdid et al., 2021). Research related to the role of image type, hashtags, number of likes, and price information on Instagram on purchase intentions, this research found that participants preferred the type of product image, and the most preferred stimulus featured price captions, hashtags, and many likes (Sari & Anggraeni, 2019).

However, there is yet to be any research in the field of Communication Science that explains the comparison between hashtags. From the explanation of the literature review above, this research seeks to compare Instagram hashtags in increasing audience engagement through music concerts in Indonesia.



**Figure 1:** Manuel Castells Network Society (Webster, 2006)

They are referring to Manuel Castells' thoughts on Network society. Castells argues that a network society can adapt to respond to global markets, and the most important thing is the network. Networks and hierarchies are organized by companies providing efficient, cost-effective products and services. Networks are created and continuously reinvented by actors inside and outside the company. A *network society* is an economic, technological system in which social structures and organizational activities implement information technology in networking information networks. Social structure: involves society organizing plans about production, consumption, reproduction, experience, and cultural communication skills. Manuel Castells designed the network society into eleven concepts, namely: network enterprise, cultural consequences, the space of flows, unlimited time, the power of identity, new forms of stratification, the demise of the working class, meritocracy, the persistence of a property class, the origins of informational capitalism, ethical change (Webster, 2006). Below is an adoption of Manuel Castells' thoughts regarding the network society.

- 1) First is the enterprise network. Technology through networks makes the work of a corporation or company easier. Communication and Information Technology help reduce the work effectiveness of global companies and dramatically empower people and organizations that are entrepreneurial and effective in network terms.
- 2) Cultural consequences of informational capitalism. Castells detects the more profound consequences of ICT in a way that revives the legacy of Marshall McLuhan, to whom Castells pays homage for his insight that television heralded the end of printing and its replacement by new cultural forms. The argument is that just as the most crucial thing about television in politics today is not its specific content but the fact that to be a political

participant, one must be on television, so today, the most pressing thing about network society is not what is said on it, but the fact of access to the network itself.

- 3) The space of flows. Castells's notion of flow space will be familiar to previous readers of *The Informational City*. In *The Information Age*, he restates his distinction between the 'space of places' and the 'space of flows' and emphasizes the 'network society' in the latter. With information flows central to the organization of today's society, disparate and far-flung places can become 'integrated into international networks that link their most dynamic sectors.' The innovation environment will determine how particular places develop or decline, but all will be integrated into a 'network society.'
- 4) Timeless, when he introduced the concept of 'eternal time,' Castells drew on the famous argument about space-time compression in the modern world to emphasize that the network society sought to create a 'forever universe' in which the limits of time were pushed even further. Further back. In addition, the 'network society' induces a blurring of lifestyles with a characteristic 'rhythm breaking' such that the biological stages of life are manipulated.
- 5) The power of identity. In the book *The Information Age*, Castells shifts the emphasis from constructing a network society and the integrative and fragmentary tendencies accompanying it towards a concern for collective identity. Thus, for example, the Welfare State is threatened everywhere by the pressures of global competition for the cheapest labor supply, national economies are tough to control in an era of real-time and continuous trading of yen, dollars, and euros, and political democracy is irreversibly transformed by the growth of 'information politics' mediated by information and communication media that is global, indifferent and interested in scandals.
- 6) New forms of stratification: Castells suggests that network societies overturn previous forms of stratification, bringing about radical new types of inequality. His argument is about the development of horizontal corporations, which may be bad news for bureaucrats but which empowers those left behind, and his argument that, on a global scale, the information age brings systemic but less influential capitalism—guiding the capitalist class. With these new forms of stratification came changes in power relations, resource allocation, and prospects.
- 7) The demise of the working class. In Castells' words, 'knowledge and information are the essential ingredients of the new production process, and education is a key quality of labor, [so] the new producers of information capitalism are the knowledge generators and information processors whose contribution is most valuable to the economy.' This essential contribution of the working class underlies the labor theory of value and the powerful theme of 'inheritance' politics in socialism, the idea that 'the working class created wealth and one day they will reap their just rewards.'

- 8) Meritocracy, the promotion of this category of informational labor is accompanied by a potent reminder of the idea of meritocracy, where success depends not on inherited advantages but on ability plus effort in the education system. The information workforce, even if it is not a specific discipline, requires possession of a high level of education. It is no coincidence that the age ratio of participants in higher education is now in all advanced capitalist countries about 30 percent and continues to rise.
- 9) The persistence of an owned class: Although it cannot be denied that global capitalism is an unsettling and uncertain phenomenon for all parties, including capitalist companies themselves, there is good evidence to show that the main stakeholders are formed by the owner class who enjoy concentrated ownership of company shares. Scott shows that the growth of joint stock companies did not mean a loss of control by the capitalist class, as a network of relationships, based on interlocking shareholdings, linked them and ensured their position was maintained through a 'constellation of interests'.
- 10) The origins of informational capitalism, in Castells' view, is the informational mode of development, which is 'the act of knowledge upon knowledge itself [is] the primary source of productivity.' As mentioned above, in Castells' view, the historical coincidence of capitalism being in trouble in the 1970s and the 'information revolution' has given rise to today's 'information capitalism.' This involves insisting that we can examine change on two separate axes, one the mode of production and the other the mode of development, the one providing wealth, the other organizing and administering that wealth. It is beneficial in what follows to remember that Bell's argument stems from an engagement with Marxism, a starting point congruent with Castells's.
- 11) Epochal change is not all in the eye of the beholder: the evidence that can be adduced and the quality of the arguments allow some markers to be accepted more quickly than others. Distinguishes three historical epochs, medieval, modern, and global, arguing that the last epoch, which we have just entered, was caused by an accumulation of factors but was characterized by a planet that became a reference point in economics, politics, education, and ecology.

Social media is a platform or website used to interact with others online, share information and content, and participate in online communities. Examples of the most popular social media include Facebook, Twitter, Instagram, LinkedIn, TikTok, and YouTube. Social media users can create profiles or accounts, upload photos or videos, share content and information with their followers, connect with friends and family, and participate in online discussions and groups. Social media has many benefits, such as expanding social networks, obtaining the latest information and news, promoting products or services, and helping with education and learning. However, social media use can also have negative impacts, such as addiction, cyberbullying, the spread of false or inaccurate information, and privacy risks. Therefore, it is essential for social media users always to use these platforms

wisely and responsibly and follow existing ethical guidelines and privacy policies. Social media can be used for various purposes, including:

- 1) Communication: Social media allows us to communicate with other people online. We can talk to friends, family, or even people we have never met before from all over the world.
- 2) Marketing: Social media can also be used as a marketing tool for a business or product. Companies can use social media platforms to promote their products or services and expand their market reach.
- 3) Education: Social media can be a learning and educational tool. Many online groups and forums discuss topics and provide helpful information and resources.
- 4) Entertainment: Social media can also be used as entertainment. There is a lot of funny video content, memes, and images accessible on social media platforms.
- 5) News: Social media can be used to obtain information about the latest news. Many news organizations and journalists use social media to share their news and reports online.

However, keep in mind that social media use can also have negative impacts, such as addiction, the spread of false or inaccurate information, and privacy risks. Therefore, we must always use social media wisely and responsibly. Instagram is a social media platform that focuses on sharing photos and videos. The platform was initially launched in 2010 and later acquired by Facebook in 2012. Instagram users can create profiles or accounts, upload photos and videos, and add text, stickers, or special effects to their content before sharing it. Uploaded content can be tagged with specific hashtags or locations, and users can search for content from other users using the same hashtags or locations. Instagram also offers other features like Instagram Stories, IGTV, and Reels. Instagram Stories allows users to share content that disappears within 24 hours. IGTV is a separate video platform where users can share videos longer than the content in the regular Instagram feed. Reels is a TikTok-like feature that allows users to create creative and engaging short videos. Instagram has become one of the most popular social media platforms worldwide, especially among young people. It is used by individuals, celebrities, businesses, and brands to promote themselves, build a brand, or just for fun. From the introduction above, this research aims to find out. How influential are Instagram hashtags in increasing audience engagement through music concerts in Indonesia?

## Methods

The research approach used in this research is quantitative, using extensive data-based social network analysis (SNA) methods. SNA is an analytical tool for various multidisciplinary sciences, including Communication Science (Paramita & Irena, 2020). Using SNA, you will see a visualization of the relationship between the network with signs of actors or nodes and links as relations or relationships (Eriyanto, 2014). The SNA method can also analyze and map hidden patterns in

interactions and analyze the flow of information and relationships in the network (Latupeirissa et al., 2019).

In its current development, SNA is used not only to view networks in a network system but also as a tool or application based on artificial intelligence (AI). The method used in this research is the Analis.io application. An extensive data application based on artificial intelligence to view social media activity, especially Instagram. This application has been widely used as a tool, especially in virtual market research. Below are the hashtag criteria that will be analyzed, as follows:

- 1) Blackpink Concert, 11-12 March 2023, with the hashtag #blackpinkworldtourjakarta
- 2) The90festival concert, 12-13 August 2023 with the hashtag #the90festival
- 3) Coldplay concert, December 15, 2023, with the hashtag #coldplayjakarta

The reason for selecting the hashtag mentioned above is related to the differences in music types and the audience's characteristics attending the concerts. The Blackpink concert featured the K-pop genre, originating from South Korea. K-pop fans have unique attributes, including a fan identity called Blink, identity colors (black and pink), and attributes such as light sticks used during concerts. On the other hand, the 90festival concert featured Indonesian pop music, popular in the 1990s, and the audience who attended the concert relatively did not have a strong identity or any special attributes. Meanwhile, Coldplay's pop and rock concerts originate from England. The audience attending these concerts has special characteristics, such as mature age and financial stability, and unique attributes in concert bracelets to enliven the concert experience. We chose these three concerts because they received significant media attention and because of their audiences' distinctive characteristics. Data collection techniques or data criteria are as follows:

- 1) Determine the hashtag whose data will be processed.
- 2) Using the analyze.io application
- 3) Data analyzed by the tool or application is taken during 2023

The data analysis techniques used in this research will be explained as follows:

- 1) Data that has been processed will be classified into 4 (four) categories: Audience, engagement, identifying potential influencersContributionution, and top influenceContributionibution.
- 2) The data is then reclassified through subcategories in each category from these categories. The audience categories that will be seen are contributor data, follower reach, and followers. Data will be taken in the engagement category, including posts, likes, comments, and total video views. As well as cumulative total engagement, cumulative total likes, and cumulative total comments. In the third category, the data that will be taken is total followers seen from the highest or lowest value and the lowest value. Second, the total posts are seen from the highest or lowest value and the lowest value. Third is total engagement seen from the highest or lowest value and the lowest value. In the fourth category, the subcategories that will be analyzed are Instagram accounts, followers, total posts, and post engagement.



- 3) Analysis data is displayed in the form of tables and figures
- 4) Presentation of comparison tables.

## Findings and Results

In this section, the findings will be explained based on the hashtags used by researchers, namely #blackpinkworldtourjakarta, #the90festival, and #coldpalyjakarta. After presenting the findings, this section will continue with the research discussion section.

### Blackpink Concert 11-12 March 2023 #blackpinkworldtourjakarta

From the results of extensive data analysis using the hashtag #blackpinkworldtourjakarta, there are 37 contributors or accounts that are centers of information related to #blackpinkworldtourjakarta. There are 449,978 follower reach or total followers of contributor accounts, and 500,539 follower impressions or the combined total of contributor accounts and follower reach, which gives an impression of the hashtag from the audience side. Regarding engagement, there were 47 posts, 17,387 likes, 266 comments, and 3,462 total video views, which were used by audiences using hashtags to enliven the concert in Jakarta. Data processed based on Big Data starts from the appearance of the hashtag until December 6, 2023. It can be seen that the cumulative total engagement is 17,653, the cumulative total likes is 17,387, and the cumulative total comments are 266. It can be seen from the picture above that the engagement intensity in March, mainly the 11th, is The highest peak; this is because Blackpink started a concert in Jakarta on March 11, 2023. The total engagement data is slightly different from the data in Figure 2 Audience & Engagement above because there are posts that the account owner deleted. Identification of the potential of influencers and contributors can be seen through their number of followers.

The total followers reach is 449,978, with the lowest followers reach being 28,971 and the highest being 129,793. Second is a total of 47 posts, with the lowest post being two and the highest being 43. Third is a total engagement of 17,653, with the lowest engagement being 525 and the highest being 8,958. Figure 3 below shows a sequence of five influencers and contributors with the most followers who use #blackpinkworldtourjakarta. These are the accounts @titipjualkpop, @inilah\_com, @adindapthalita, @estheritacorraima and @sinbi.shop. The highest engagement in this hashtag was generated through @fional content, which received 8,958 likes. And reach 1,588. Below is the identification of potential influencers and contributors and the highest engagement in #blackpinkworldtourjakarta.

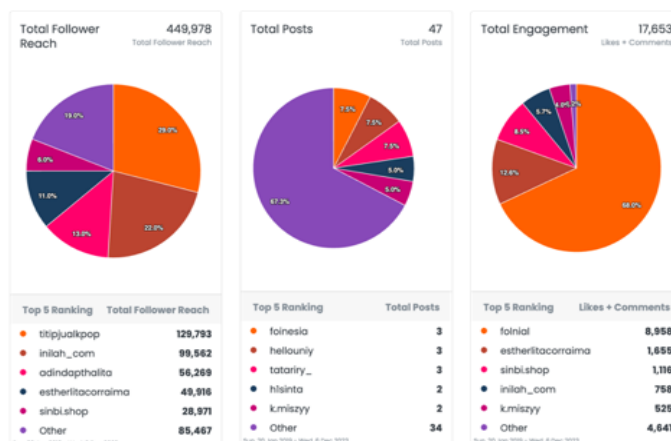


Figure 2: Identifiy potential influencers

### The90festival Concert 12-13 August 2023 #the90festival

The results of extensive data analysis using the hashtag #the90festival show that 51 contributors or accounts are centers of information related to #the90festival. There are 14,511,933 follower reach or total followers from contributor accounts, and there are 16,099,782 follower impressions or the combined total of contributor accounts and follower reach, which gives an impression of the hashtag from the audience side. Regarding engagement, there were 90 posts, 138,404 likes, 5,746 comments, and 322,441 video views, which were used by audiences using hashtags to enliven the concert in Jakarta. The data in image four above with #the90festival is higher than the hashtag #blackpinkworldtourjakarta.

The data processed is based on Big Data, starting from the appearance of the hashtag until December 6, 2023. It can be seen that the cumulative total engagement is 144,150, the cumulative total likes are 138,404, and the cumulative total comments are 5,746. It can be seen from the picture above that engagement intensity in March, especially on the 11th, was at its highest peak; this is because Blackpink started a concert in Jakarta on March 11, 2023. Below is the identification of potential influencers and contributors involved in #the90festival.

The total followers reach is 14,511,933, with the lowest followers reach being 761,412 and the highest being 7,053,383. Second is a total of 90 posts, with the lowest post being four and the highest being 47. Third is a total engagement of 144,150, with the lowest engagement being 8,337 and the highest 60,022. Figure 3 below shows a sequence of five influencers and contributors with the most followers who use #blackpinkworldtourjakarta. These are the accounts @mrssharena, @putritian, @armandmaulana, @hariankompas, and @fitriarasyidi. The highest engagement in this hashtag was generated through @mrssharena content, which achieved 43,239 likes, 158 comments, and a reach of 7,053,585. Below is the identification of potential influencers and contributors and the highest engagement involved in #the90festival.

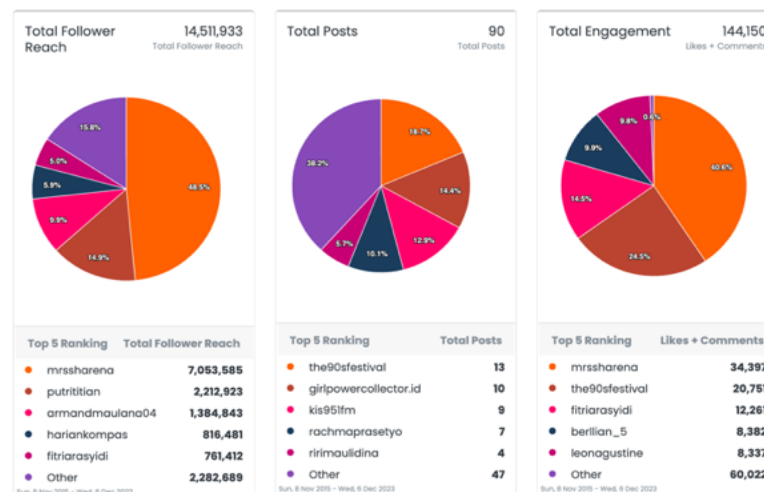
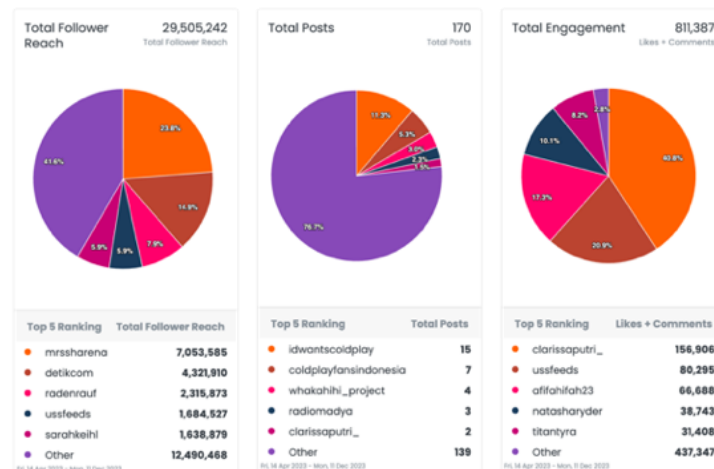


Figure 3: Identify potential influencers

### Coldplay Concert 15 December 2023 #coldplayjakarta

From the results of extensive data analysis using the hashtag #coldplayjakarta, it can be seen that 125 contributors or accounts are centers of information related to #coldplayjakarta. There are 29,505,242 follower reach or total followers of contributor accounts. There are 32,777,680 follower impressions, or the combined total of contributor accounts and follower reach, which gives an impression of the hashtag from the audience side. In terms of engagement, there were 170 posts, 798,243 likes, 13,144, and 2,941,085 video views, which were used by audiences using hashtags to enliven the concert in Jakarta. The data processed is based on Big Data, starting from the appearance of hashtags from April 14, 2023, to December 11, 2023. It can be seen that the cumulative total engagement is 811,387, the cumulative total likes are 798,243, and the cumulative total comments are 13,144. It can be seen from the picture above that engagement intensity was at its highest in the months between November and December. Below is the identification of potential influencers and contributors involved in #coldplayjakarta.

The total followers reach is 29,505,242, with the lowest followers reach being 1,638,879 and the highest being 12,490,468. Second is the total posts of 170, with the lowest post being two and the highest post 129. Third is the total engagement of 811,387, with the lowest engagement being 31,408 and the highest 437,347. In Figure 9 below, there is a sequence of five influencers and contributors with the most followers who use #coldplayjakarta. These are the accounts @mrssharena, @detikcom, @radenrauf, @ussfeeds, and @sarahkeihl. The highest engagement in this hashtag was generated through @clarissaputri\_ content, which achieved 95,677 likes, 115 comments, and a reach of 1,252,690. Below is the identification of potential influencers and contributors and the highest engagement involved in #coldplayjakarta.



**Figure 4:** Identifiy potential influencers

The first place for the Instagram hashtag that is most discussed virally is #coldplayjakarta, the second is the hashtag #the90festival, and the last is the hashtag #blackpinkworldtourjakarta. However, it can be observed that the character of the audience who are music fans is different. Coldplay, a music group from England, was formed in 1997 and has attracted the interest of music lovers across generations. Then, the The90festival concert, a collection of several Indonesian music groups, attracted the attention of many music fans who watched the concert. Next is Blackpink, which is a music group from Korea that has more specific K-pop fans. The results of the data processing above do not aim to favor concerts with the hashtags #blackpinkworldtourjakarta, #the90festival, or #coldplayjakarta. However, this research wants to see the flow of virtual communication through the hashtag.

From the results of the analysis of the three hashtags above, it can be concluded in table 1 below.

**Table 1.** Comparison of Hashtags on Instagram

No	Category	Sub Category	#blackpinkworldtourjakarta March 11-12, 2023	Hashtag #the90festival August 12-13, 2023	#coldplayjakarta December 15, 2023
1	Audience				
		Contributor	37	51	125
		Follower reach	449.978	14.511.933	29.505.242
		Follower	500.539	16.099.782	32.777.680
2	Engagement				
		Post	47	90	170
		Likes	17.387	138.404	798.243
		Comments	266	5.746	12.144
		Total Video View	3.462	322.442	2.941.085
		Cumulative total engagement	17.653	144.150	811.387
		Cumulatif total like	17.387	138.404	798.243
		Cumulatif total comments	266	5.746	13.144
3	Identify Potential Influencers & Contributors				
		Total follower	449.978	14.511.933	29.505.242
		Lowest	28.971	761.412	1.638.879
		Highest	129.793	7.053.585	12.490.468
		Total post	47	90	170
		Lowest	2	4	2
		Highest	43	47	139
		Total Engagement	17.653	144.150	811.387
		Lowest	525	8.337	31.408
		Highest	8.958	60.022	437.347
4	Top Influencer & Contributors				
		Instagram	@titipjulangpop	@mrssharena	@mrssharena
		Followers	129.793	7.053.585	7.053.585
		Total post	1	1	1
		Post engagement	0.09%	0.49%	0.16%

After knowing the analysis via Instagram above, this research wants to know how alternative tourism communication is formed through the concert. I am starting from Blackpink, The90festival, and Coldplay concerts. This order is determined by the concert schedule for 2023. From the comparison of hashtags on Instagram in Table 1 above, by Manuel Castell's thoughts, which divide network society into eleven concepts, in the results of this research, there are at least three concepts that are still relevant (Webster, 2006).

- 1) First Time is unlimited or the concept of eternal time. From the data above, it can be seen that before and after the concert, virtual world conversations using hashtags on Instagram are still spinning like the concept of eternal time.
- 2) Second is the strength of identity. The three concerts have different characters. The first is the Blackpink concert, which has an identity character for its followers called Blink with various attributes used during the concert, from observations of the audience's characters using attributes such as pink and black clothes, as well as knick-knacks such as light sticks that the audience brings to liven up the concert. Second, the 90festival concert has a general identity character for music lovers in the 90s era. This concert does not focus on one group like the Blackpink concert but on various popular music groups in the 90s. From observations, the audience who came was also diverse, not focused on just one band group. Third, Coldplay's concert also has an identity, as seen from the diverse audience present.
- 3) Third is new stratification. The concert trend in 2023 will be a vehicle for forming new stratification in social classes. This can be seen from the expensive ticket prices, visible identity, and digital stability.
- 4) Fourth is changing times, both in terms of concert technology used, starting from promotions to the digital ticket purchasing process and the buzz on social media. This is a changing era in today's society.

Interactions in networked communities occur not only in the realm of reality but also in the virtual realm. Concert attendance is a form of socialization, a short-term communal aspect of the 'audience,' and a long-term community surrounding the culture. Institutions that exhibit fan-like qualities. We aim to show that aesthetic enjoyment is not the only motivating factor behind concert attendance, even for those who attend frequently, as social interactions always influence their concert choices and listening experiences (Dearn & Price, 2016).

## Conclusion

Based on the explanation above, this research will focus on crowds in the virtual sector by comparing hashtags, especially on Instagram, in increasing audience engagement through music concerts. This shows that the first Instagram hashtag most widely discussed virally is #coldplayjakarta, the second is #the90festival, and the last is #blackpinkworldtourjakarta. From the results of this analysis, the activity of comparing Instagram hashtags in increasing audience

involvement through music concerts in Indonesia falls into the concept of a network society, namely timelessness, the cultural consequences of information capitalism, the power of identity, and changing times. The benefit of this research is that it is initial data for other researchers to develop qualitative or combined methods related to the network society. Apart from that, this research is also helpful in increasing insight into Communication regarding virtual dynamics in a music concert. Suggestions for future research should encompass multi-platform social media in addition to Instagram. This will allow for a more comprehensive representation of virtual situations. Researchers should also use various methods to add novelty value to future research.

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