
One Night Project: Creating Memorable Vibes Through a Dangdut Koplo Event

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Submitted: July 2025, *Revised:* July 2025, *Accepted:* July 2025

Abstract. In recent years, *dangdut koplo* has emerged as a significant cultural phenomenon in Indonesia, particularly among youth audiences. This music genre's popularity stems from its energetic rhythms, viral social media presence, and interactive performance style. Against this backdrop, event organizers face growing challenges in creating memorable experiences that resonate with modern audiences. This research aims to analyze the strategies employed by event organizer One Night Project in creating a memorable atmosphere or *vibe* at *dangdut koplo* events. Using a qualitative approach, this study explores various elements that shape the audience experience, such as artist selection, stage design, use of lighting and sound technology, and interaction between the audience and organizers. This research employs customer experience theory and atmosphere theory. Data was collected through in-depth interviews with organizers, audience members, sponsors, and media partners involved in several One Night Project events. The findings reveal that the synergy between carefully curated elements of music, visuals, and social interaction can enhance audience emotional engagement, creating a lively and memorable atmosphere. Additionally, social media plays a crucial role in amplifying the event's impact through documentation and digital interactions before, during, and after the concert. These findings offer practical insights for entertainment industry practitioners, particularly those organizing *dangdut koplo* music events, in developing effective and impactful audience experience strategies.

Keywords: Dangdut Koplo; Event Management; Event Organizer; Memorable Vibes; Music Concert

INTRODUCTION

Dangdut koplo music is a subgenre that has become an important cultural phenomenon in Indonesia, especially among teenagers. The main factors driving the popularity of dangdut koplo music are its low price and the ease of obtaining pirated CDs. Additionally, the "Goyang Ngebor" phenomenon popularized by Inul Daratista served as a catalyst for introducing this genre to a wider audience (Mosita, 2023). Teenagers are increasingly drawn to dangdut koplo. Audiences feel engaged by the dynamic and interactive performances, even though many of them do not understand the Javanese language (Anggraini, 2023). Furthermore, this music has entered digital platforms such as Instagram and YouTube, thereby expanding its audience (Palguna, 2023). The dangdut genre continues to evolve by combining pop and electronic elements, creating new subgenres such as pop-koplo. Artists such as Via Vallen and Nella Kharisma have brought dangdut koplo to the international stage, making it increasingly relevant in the global market (Apriliyanto, 2023).

Social media plays a crucial role in spreading dangdut koplo music. Many songs have gone viral on platforms like Instagram and TikTok, attracting the attention of younger generations who prefer visual and interactive content (Anggraini, 2023). Dangdut koplo has become an integral part of Indonesia's entertainment culture and has embraced diverse segments of society. This music can evoke emotions in listeners through lyrics that often speak about love and everyday life (Rosmalia, 2023). Electronic music has grown into the mainstream of musical entertainment, with subgenres such as house, trance, and drum & bass continuing to evolve. Visitors' immersive experiences are supported by advanced audio-visual technology (Maulidya, 2020) (Sari, 2023). It seems that visitors prefer more unique experiences, such as the combination of visual art with music or specific event themes that leave a lasting impression (Sugiharto, 2024).

Nightlife offers a multisensory experience that supports identity exploration and social interaction, especially for those aged 18–25. Themed or subculture-based events are often used to express musical preferences, style, and social dynamics in a dynamic environment (Sugiharto, 2024). Music is effective in building atmosphere and emotional engagement. Genres such as EDM are often used to create social connections. The music industry continues to evolve to meet the needs of the younger generation for experiences that are not only entertaining but also meaningful (Tetyana, 2024).

One interesting phenomenon in the context of dangdut koplo music is the virality of dangdut koplo songs on social media, especially on platforms such as TikTok and Instagram. This phenomenon not only boosts the genre's popularity but also fosters an active and engaged fan community. For instance, dance challenges on TikTok often feature dangdut koplo songs, encouraging users to participate and share their experiences. This creates a snowball effect, expanding the reach and appeal of dangdut koplo music among the younger generation (Hikmah, 2023).

To keep up with the music trend that increasingly emphasizes emotional and social experiences, One Night Project offers a one-night event concept that combines both, giving visitors a unique and unforgettable experience. One Night Project is an event organizer from Cirebon City that uses a concept of events held only for one night or usually with a unique theme or exclusive concept. These events are usually exclusive, so tickets often sell out quickly. Promotions leveraging information technology to boost ticket sales, enabling organizers to interact directly with fans through virtual markets. A website-based marketing and promotion system serves as a promotional tool (Fajarianto et al., 2021).

Each event typically features a unique theme, ranging from local culture to innovative artistic concepts, involving cross-disciplinary artist collaborations. One Night Project applies this concept to dangdut koplo events, creating a social and emotional experience for the audience. Audience feedback is also key to improving the quality of future events. This creates a sense of urgency for fans and encourages them not to miss this opportunity. A good understanding of fan satisfaction is crucial for event organizers to enhance customer loyalty (Dwiputra et al., 2024).

Customer experience theory focuses on understanding and improving customer satisfaction through metrics such as Net Promoter Score (NPS), customer satisfaction (CSAT), and customer loyalty. This theory emphasizes identifying service weaknesses and improving the experience (Gastezzi, 2024). One Night Project presents an innovative event concept with interactive elements, such as question and answer sessions and audience participation, so that the audience feels more involved. This study also explores how dangdut koplo has become a medium for cultural and social expression, strengthening the role of music in uniting Indonesia's diverse society. One Night Project presents an interactive concept through question and answer sessions and audience participation, creating a more immersive experience. Dangdut koplo events also serve as a platform for cultural and social expression, reflecting Indonesia's diversity. This research provides insights for organizers to improve the quality and appeal of events.

This research aims to examine how One Night Project's strategies create memorable vibes at dangdut koplo events and the factors that shape the audience experience, including the role of social media in amplifying the event's impact. Additionally, this research can help event organizers develop better ways to provide audiences with enjoyable experiences. They can enhance the quality and appeal of future events by understanding the key components that make them memorable. Overall, this research contributes to the literature on experience-based events by providing concrete examples of best practices in the nightlife entertainment industry, particularly in the context of dangdut koplo music in Indonesia.

One Night Project is an event organizer in Cirebon that offers exclusive experiences through special themed one-night events. With music concerts as the main attraction, this event emphasizes memorable experiences through direct interaction, creative promotion, and an atmosphere that builds emotional connections between the audience and performers. One Night Project offers interactive and emotional entertainment in one special night, featuring unique themes, renowned artists, and a blend of technology and art for an unforgettable experience.

The success of the event heavily relies on effective **event management** strategies, including participant management, effective communication, and the use of technology. Key indicators in event management include thorough planning, efficient budget management, solid team coordination, and the use of technology to facilitate transactions and promotions. Additionally, selecting the right location, designing a space that supports interaction, and maintaining a consistent event atmosphere are crucial for creating an immersive experience for the audience. Effective marketing strategies through social media and promotions also play a significant role in attracting audiences, while evaluations through visitor feedback help organizers improve the quality of future events (Tetyana, 2024). To attract young audiences, music concert planning strategies require creative themes, effective promotions, unique venues, and affordable customer experiences. The successful marketing communication activities of Cafe Temu Kunci demonstrate this (Syamsuddin, 2024).

Word of mouth is a marketing strategy that can be used, according to Dedet and Aghnia. Known as word-of-mouth promotion, this strategy actively involves customers in the marketing process. Although it does not require large costs, word of mouth can have a significant effect (Lestari & Erawati, 2019). Developing and training event organizers is one approach that can be used. For example, Wulandari and Wahyudin emphasize the importance of improving the competence of event organizers at TVRI West Java to meet the Indonesian National Work Competency Standards (SKKNI) so that event organizers have the necessary skills (Y. Wulandari & Wahyudin, 2020). Research conducted by Wulandari reveals that training in hosting skills can enhance the confidence and communication abilities of organizational members, which are crucial in the context of event organization. (J. Wulandari, 2024).

Additionally, effective communication plays a significant role in event implementation. Research conducted by Dewi et al. revealed that good protocol communication during graduation ceremonies at Padjadjaran University can impact participant satisfaction and the smooth running of the event (Ratna Dewi et al., 2020).

Event organizers play a crucial role in managing communication effectively. SWOT analysis helps design appropriate marketing strategies to increase sales and participation (Widiyarini & Hunusalela, 2019). By analyzing strengths, weaknesses, opportunities, and threats, organizers can design more effective strategies. The use of technology, good communication, and SWOT analysis helps improve event success and participant experience.

Koplo dangdut music is an evolution of traditional dangdut music that originated in East Java in the 1990s. In the early 2000s, this genre began to gain popularity in various places, such as Yogyakarta and Jakarta (Mosita, 2023). The characteristics of this music include a fast tempo, unique drum patterns, and lyrics that often reflect the realities of everyday life. According to research conducted by Jadmiko and Damariswara, the language development of children who enjoy dangdut koplo music is influenced

by various factors, such as imitation, appreciation, reinforcement, and frequency. (Jadmiko & Damariswara, 2021) Children exhibit imitative behavior when they adopt elements from dangdut koplo music, reflecting the influence of this music on their language development and communication skills. Additionally, dangdut koplo also serves as a means of religious propagation, as stated by Farhan. In his analysis of the lyrics of the song “Jaran Goyang,” Farhan emphasizes that dangdut koplo songs are capable of conveying messages of truth and moral values that align with Islamic teachings, and serve as an innovative method of da'wah (Farhan, 2019). Dangdut koplo is not merely entertainment but also a means of conveying moral and social values. Setiaji emphasizes that the drumming in dangdut koplo is inspired by local music, creating a distinctive expression that strengthens intercultural interaction (Setiaji, 2021). Dangdut koplo reflects the diverse cultural interactions in Indonesian music. Ramadhan highlights the hybrid nature of Sagita dangdut, which combines various aesthetic and cultural elements to create a unique and dynamic musical experience (Ramadhan, 2023). Dangdut koplo reflects social and cultural changes in Indonesia, serving as a vehicle for expressing societal identity and values. This genre continues to evolve, adapting to the times, and remains deeply rooted in Indonesian culture, particularly among the younger generation (Farhan, 2019).

According to the Cambridge English Dictionary (2024), a **memorable event** is an event that takes place, especially one that has significant meaning, which can be clearly remembered. This term is often used to refer to important moments in a person's life, such as celebrations, wedding ceremonies, music festivals, or official events (Cambridge University Press, 2024).

According to the Cambridge English Dictionary (2024), **vibes** refer to the feelings or special characteristics that a person can sense. For example, the expression “This place has a pleasant atmosphere” indicates that the place gives a good impression. Memorable vibes are related to the atmosphere or environment created in an event or location, which has a meaningful impact on visitors (Cambridge University Press, 2024). Music does not inherently have emotions, but it can reflect similar and consistent emotional states among people, even though there are differences in the level of response to certain moods that can be triggered by the music (Hikmah Fratiwi et al., 2023). A memorable atmosphere is created in weddings, music festivals, or family retreats through a combination of various elements. Understanding how to build this atmosphere helps organizers create unforgettable moments for participants.

This research refers to five journals, including Paramita's (2023) study in the *Journal of Communication*, which analyzes the use of hashtags in music concerts in Indonesia. This study shows that the appropriate use of hashtags increases audience engagement in concerts. Dani Fadhillah also discusses Indonesia-China cultural diplomacy through Yospan dance. Meanwhile, Idris et al.'s study found that acoustic and vocal differences in the pop and dangdut versions of the song “Saat Terakhir” affect the listener's experience. Elvira's (2023) study in the *Journal of Social Research* discusses the challenges concert promoters face in implementing sustainable practices for the SDGs. Through surveys and interviews, this study found that despite obstacles, awareness and implementation of sustainability can be improved. Meanwhile, Chusnaini and Rasyid's (2023) research in the *Accounting and Management Journal* examines the impact of sponsorship on music festivals. Through quantitative analysis, they conclude that sponsor alignment enhances audience perception and event success.

Meanwhile, this study highlights and analyzes how One Night Project creates an extraordinary koplo dangdut concert experience. Unlike other studies that focus on technical aspects, this study analyzes how the interaction between artists, audience, and event atmosphere shapes a deep emotional experience. Based on customer experience theory, various factors influencing customer perception—such as the quality of interaction, atmosphere, and engagement in the event—can contribute to a satisfying experience, which in turn can enhance audience loyalty, particularly among younger generations, toward dangdut koplo events and improve the quality of the music.

Compared to other music events like WIFEST, which was canceled, One Night Project has proven to be more consistent and reliable because all its events always run smoothly without any disruptions (Deshpande, 2025). Research shows that two key factors—reliability and responsiveness—play a significant role in building audience satisfaction and loyalty in the event industry (Deshpande, 2025). Additionally, One Night Project’s digital strategies, such as TikTok challenges and hashtag usage, are effective ways to create emotional engagement and build a community. This aligns with findings that fast and reliable digital services can enhance audience trust and engagement (Ighomereho et al., 2022). Thus, One Night Project not only successfully creates an exciting and memorable concert atmosphere but also builds audience loyalty through consistent event organization and targeted digital strategies (Ighomereho et al., 2022).

This study aims to analyze One Night Project’s strategies in crafting memorable vibes at dangdut koplo events, focusing on the synergy between music, visuals, and social interaction. By applying customer experience theory—encompassing functional and psychological dimensions—and vibe and atmosphere theory, which highlights sensory and spatial elements, the research seeks to identify the key factors that enhance audience engagement and satisfaction. The objectives of this research are threefold: first, to explore the specific strategies employed by One Night Project in designing and executing these events; second, to investigate the role of social media in extending the events’ influence before, during, and after the concerts; and third, to evaluate the psychological and emotional impact on the audience and its contribution to the overall experience. The findings will offer practical insights for event organizers in the entertainment industry, particularly those specializing in dangdut koplo, by providing actionable recommendations to elevate audience experiences. Academically, the study enriches the literature on experiential events and cultural trends, while also emphasizing the importance of preserving and modernizing Indonesian cultural expressions. Ultimately, this research bridges theory and practice, demonstrating how thoughtfully designed events can leave a lasting impression and strengthen the connection between audiences and cultural art forms.

MATERIALS AND METHODS

This research used a phenomenological approach to understand the experiences of various parties involved in the *dangdut koplo* music events organized by One Night Project, including the event organizer (EO) owner, EO staff, media partners, sponsors, and concertgoers. They recounted their experiences attending concerts in Cirebon, Majalengka, Indramayu, Subang, and Purwakarta. The approach aimed to explore the meaning and essence of these experiences.

A case study design was chosen to gain in-depth insights into the phenomenon and examine the uniqueness of individual realities. This design was appropriate for describing and conceptualizing the qualitative aspects of the events. Interviews were conducted to explore the growing number of music events in recent years, while observations during the events assessed interactions between attendees and organizers, as well as elements shaping the audience experience.

Data were collected through in-depth interviews and observations, then analyzed using thematic analysis. The researcher identified patterns and main themes, grouping informants based on similarities or differences in their experiences to understand One Night Project’s approach to organizing *dangdut koplo* events. To ensure data validity, triangulation techniques were employed, including source, method, and time triangulation. Source triangulation involved diverse informants—event owners, EO staff, media partners, sponsors, and audience members—to obtain a comprehensive perspective. Method triangulation combined interviews and observations to confirm and enrich findings. Time triangulation involved collecting data at different periods to assess consistency. The application of these triangulation methods enhanced the validity and reliability of the data by strengthening the credibility of the findings through consistent results across different approaches and times.

RESULTS AND DISCUSSION

Based on the results of observations and interviews conducted with reference to customer experience theory, where the indicators in the theory include functional dimensions: (1) ease of use, (2) security, (3) customer service, (4) product offerings, and psychological dimensions including: (1) customer reviews, (2) customization, (3) reliability fulfillment, the following can be outlined as follows:

Functionality is a measure of project success, emphasizing the importance of decision-making, collaboration, and compliance with standards without sacrificing key factors such as budget and quality (Velmurugan, 2022). Based on field observations, the ease of use (ease of use) of Mba Tria, the owner of One Night Project, revealed that when organizing a dangdut koplo event, her team noticed a tendency among attendees to share their experiences digitally. Therefore, they have effectively utilized social media platforms and adopted Artatix as an online ticketing solution. She explained that Artatix simplifies the ticket purchasing process for visitors, allowing them to make payments via e-wallet or bank account, eliminating the need for cash during delivery or direct transactions. However, Mba Tria emphasized that they still provide offline payment options to accommodate audience members who prefer this method.

Regarding security parameters, researchers identified two main aspects relevant to respondents' responses: risk assessment and internal responses during the event, as well as ticket transaction integrity. The use of Artatix as an online ticket purchasing platform enhances transaction security by allowing customers to purchase tickets through electronic wallets or bank accounts, thereby reducing risks associated with payment methods such as COD (Cash on Delivery) or cash on-site. Ms. Tria explained that One Night Project utilizes Artatix as an online ticket purchasing platform to simplify the transaction process for participants. She added that with the option to pay via E-Wallet or bank account, participants no longer need to use the Cash on Delivery (COD) system, which requires transactions to be conducted offline. According to her, this system enhances security in ticket purchases and helps reduce the risk of fraud from irresponsible parties. This statement supports the researcher's analysis that the use of digital platforms like Artatix aligns with user experience theory regarding security indicators, as it enhances transaction integrity and reduces risks during the ticket purchasing process.

Ms. Tria explained that technical issues or schedule delays can directly affect the atmosphere and mood of the audience, so her team always ensures that equipment is thoroughly checked before the event begins and prepares backups to anticipate problems. In addition, clear communication with the audience is also very important; if there are any obstacles, they immediately provide transparent information so that the audience does not feel disappointed. Their primary goal is to maintain audience comfort and satisfaction, even when faced with unforeseen issues.

Based on customer service metrics, analysis shows that quick responses to questions and issues, good interaction with event participants, and sharing information during the event are very helpful in addressing participants' concerns. Ms. Tria emphasized that technical difficulties or schedule delays can disrupt events quietly, so proactive measures such as thorough equipment inspections and providing backups are key strategies in risk assessment. Additionally, clear and concise communication with the audience during the event ensures that they have paid and received clear information, thereby reducing the potential for disappointment. This study highlights the need for a responsive and proactive customer service system in the creative industry, where customer satisfaction significantly impacts operational efficiency and the effectiveness of organizers' communication.

Ms. Tria explained that they use Artatix as a platform for purchasing tickets online, which makes it easier for audiences to buy tickets using E-Wallet or Bank Accounts, without the need for COD or offline ticket purchases. Based on the analysis results, the majority of respondents found it easier to purchase tickets through Artatix compared to conventional methods such as COD or offline purchases, indicating that this platform has a positive impact on the user experience. The ease of use is reflected in the speed of transactions, flexibility of payment methods, and the absence of barriers in purchasing

tickets. However, if there are respondents who prefer traditional methods, it is important to analyze possible factors such as limited internet access, lack of technological understanding, or lack of confidence in conducting online transactions. This highlights the effectiveness of digitalization in the ticketing system and how the public perceives the shift from traditional to online methods. Overall, the majority of respondents gave positive feedback, so Artatix can be considered an innovative solution in the online ticketing industry.

The second indicator is psychological, often exploring how individuals perceive, interpret, and interact with their environment, as well as how they manage internal experiences and external relationships (Qaddura, 2022). Referring to the observation results, the condition of customer service reviews was noted, and in an interview with Helmi, a concert attendee from Story In Subang Fest Vol.2, he revealed that his desire to attend and enjoy the event was greatly influenced by the performance and involvement of the guest stars. Helmi stated that if the guest stars have qualities and styles that align with his preferences, it would increase his interest in attending the concert. Additionally, energetic and interactive performances are important factors that make the concert more engaging and inspiring.

The relationship between the audience and the host is very important in a concert. The audience does not only come to enjoy the music, they also come to connect with the artists they admire. How interactive a Guest Star is with the audience determines the sense of solidarity that is formed during the performance. This can be achieved in various ways, such as inviting the audience to sing along, talking directly on stage, or even going directly into the crowd to talk to them. Through interaction and social activities, emotional engagement in cultural events like concerts can be enhanced. Elements such as entertainment, enrichment, and atmosphere create unforgettable experiences, build connections among the audience, and improve overall well-being (Gorchakova, 2022).

Regarding customization, Desi, a visitor from the Story In Indramayu Fest Vol.1 concert, stated that NDX AKA successfully created an emotional connection with the audience through direct interaction, such as going down to the audience and inviting them to sing along, making them feel closer. Andre, another attendee of the same concert, expressed a similar sentiment, noting that NDX AKA knows exactly how to interact with the audience, creating an intimate atmosphere by inviting them to sing along. Additionally, Siti also felt the same way about Via Vallen and Guyon Waton, who consistently demonstrate extraordinary energy and frequently encourage the audience to sing along, thereby immersing them in the atmosphere. This energy-based interaction and enthusiasm greatly helps strengthen the bond between the artist and the audience, creating a more personal and memorable experience.

Artists successfully made the audience feel closer to them through direct interaction and strong energy during the performance. Many concertgoers emphasized the importance of direct interaction between artists and the audience. Dedi, a concertgoer at the Story In Purwakarta Fest 2024, and Ardi, a concertgoer at the Marema Fest Majalengka, highlighted that NDX AKA frequently interacts with the audience and encourages them to sing along, which makes them feel more connected. Meanwhile, Siti highlighted the enthusiasm and energy of Via Vallen and Guyon Waton, who also successfully created a connection with the audience. This demonstrates two key elements influencing social interaction: physical interaction, such as directly engaging with the audience, and stage energy, such as encouraging the audience to sing and get excited together, both of which contribute to a more personal and unified experience between the artist and the audience.

Abu, a concertgoer at Story In Subang Fest Vol.2, stated that the sound and lighting quality at the event were highly satisfying, making the viewing experience livelier and more enjoyable. This was further emphasized by Helmi, who added that sound and lighting quality play a crucial role in supporting the overall performance. According to him, clear sound and proper lighting not only enhance the event's atmosphere but also make every moment feel more alive and memorable for the audience. These two elements significantly enhance satisfaction and comfort throughout the concert.

To get the best viewing experience, sound and lighting quality are super important. Abu pointed out that good sound and lighting make events more fun and get people more involved. Meanwhile, Helmi said that the right balance between sound and lighting makes the whole experience livelier and more memorable, bringing it to life. According to these two statements, audience comfort and satisfaction are directly influenced by technical elements of the event, such as proper lighting and clear sound

Regarding the third parameter, reliability fulfillment, Abu expressed that he was quite impressed with the music performed during the event. He noted that the music quality was highly satisfying, and each song successfully created a different atmosphere, making the viewing experience more enjoyable. Meanwhile, Helmi added that he thoroughly enjoyed the entire event, especially the games segment. Such activities provided variety and excitement, ensuring the event wasn't solely focused on stage performances but also engaged the audience in participation, making the experience more memorable and comprehensive.

The quality of the music and various activities at the event influenced the audience's experience. Abu emphasized that well-performed music can create a new atmosphere in each song, enhancing the enjoyment of the event. Meanwhile, Helmi said that additional elements such as games made the event more interactive and memorable. This shows that the audience can have a more enjoyable, dynamic, and profound experience if they combine quality music with participatory activities.

In addition to Abu and Helmi, several other concertgoers also shared their positive experiences, reflecting the fulfillment of reliability in the event's organization. Rizky, a visitor to the Summertime Festival Cirebon concert, was very satisfied with the overall atmosphere of the concert, which he described as full of energy, with enthusiastic audiences and cool stage decorations that matched the lively koplo vibe. Siti shared a similar sentiment, describing the concert atmosphere as thrilling and full of energy, with everyone appearing happy and enthusiastic, complemented by an engaging stage that enhanced the cheerful koplo vibe. Dedi also highlighted the lively atmosphere, especially when NDX AKA interacted with the audience, encouraging everyone to participate directly. Ardi shared a similar perspective, noting that the concert atmosphere was very festive and full of energy, with stage decorations further enhancing the event's vibrancy. Overall, the attendees' feedback indicated that the concert they attended met expectations in terms of performance quality, atmosphere, and audience engagement—key indicators of an event's reliability.

The energetic atmosphere and enthusiasm of the audience are key factors in creating an unforgettable experience. Rizky and Siti revealed that stage decorations in line with the koplo music theme helped to enhance the festive atmosphere of the concert. This is in line with Ardi's opinion, who emphasized that visual elements such as stage design and decorations play a major role in adding to the excitement of the event. Meanwhile, Dedi highlighted the importance of direct interaction between artists and the audience, such as when NDX AKA went down to the audience area, which further increased their engagement. From these various perspectives, it can be concluded that the combination of an attractive stage layout, active artist interaction, and audience participation contributes greatly to creating a dynamic and memorable concert atmosphere.

These indicators include three parameters: (1) customer reviews, (2) customization, and (3) reliability fulfillment. To strengthen the researcher's analysis of this study, the researcher uses vibe and atmosphere theory as a supporting framework for analysis. Vibe and atmosphere theory has sensory element indicators and spatial characteristics. The sensory elements have parameters (1) sound, (2) touch, (3) scent, (4) sight, and others, which can be broken down as follows:

Sensory elements are important components that involve the five senses and play a major role in shaping perceptions and influencing audience behavior, especially in the context of concert viewing experiences. In terms of sound parameters, researchers noted that the majority of audience members were very satisfied with the koplo music concerts they attended. This was due to the clear sound quality,

lighting that supported the atmosphere of the event, and intense interaction between the artists and the audience. Technical elements such as the sound system, lighting, and stage design, combined with direct interaction and a lively atmosphere, are the main factors that make koplo concerts satisfying and memorable. Rizki expressed that he was very satisfied with the entire event, from the sound and lighting to the interaction with the audience, which he felt was already excellent and made koplo concerts always exciting. Ardi added that all aspects of the concert, from the performances to the atmosphere, felt very well-organized and enjoyable. Similarly, Putri also expressed her satisfaction with all elements of the concert, particularly the interaction with guest stars, the atmosphere created, and the sound quality that supported the overall viewing experience. These findings confirm that sensory aspects, especially sound, play a key role in creating a satisfying and memorable concert experience for the audience.

In terms of touch, researchers found that in koplo dangdut concerts, guest stars are carefully selected based on their ability to interact with the audience and create an atmosphere that aligns with the event's theme. Artists like Gildcoustic, Guyon Waton, and NDX AKA were chosen for their popularity and their ability to engage the audience in singing and dancing together. This selection is also tailored to the relevance of the target audience, ensuring that the performing artists have an active fan base that truly enjoys the koplo genre. This strategy aims to enhance audience engagement and maintain high energy throughout the performance.

This was reinforced by interviews with several audience members. Rizki from Cirebon said that he was very satisfied because the interaction between the artists and the audience was very good, making the koplo concert always exciting and never disappointing. Dedi from Purwakarta also expressed his satisfaction with the performance and interaction, which he found very enjoyable. Meanwhile, Putri from Majalengka added that she felt very connected to NDX AKA, as they not only performed on stage but also actively encouraged the audience to sing and interact, making the audience feel like they were part of the event, not just passive spectators. These findings indicate that direct interaction and emotional engagement play a significant role in creating a meaningful and memorable concert experience.

Regarding the aroma parameter, researchers found that olfactory elements play a crucial role in shaping the event's identity and influencing audience comfort and perception of the overall experience. Unpleasant odors can disrupt the atmosphere, reduce comfort, and even impact the event's overall image. This was emphasized by Helmi, an audience member from Subang, who stated that he is quite sensitive to unpleasant odors, and that unpleasant smells can affect his comfort and viewing experience. According to him, a clean and fresh-smelling environment is crucial for creating a comfortable atmosphere for the audience, so this aspect deserves attention in event organization.

Meanwhile, in terms of sight, researchers noted that lighting and visualization as a whole greatly influence the success and smooth running of an event. Proper lighting not only supports aesthetics, but also adds to the spirit and atmosphere of the event. Although in practice technical teams often face various obstacles, success in managing visual elements can provide a more optimal experience for the audience. Rizki mentioned that the lighting at the event he attended was very cool, not glaring, and in harmony with the atmosphere of the event. He also highlighted the clarity of the sound, which made every lyric audible. Siti also gave a similar response, stating that the lighting at the event greatly supported the excitement of the event because it was not too bright but still able to create a pleasant atmosphere. These findings indicate that visual and technical aspects are important components of the audience's sensory experience, influencing their satisfaction and perception of an event's quality.

In the theory of vibe and atmosphere, the characteristics of the space are key indicators that influence the audience's experience at an event. One of the parameters is the layout of the space and counters. Researchers found that strategic layout, such as placing the stage close to the audience and selecting a comfortable and easily accessible event location, plays a significant role in creating an atmosphere that encourages audience interaction and active participation. In the context of koplo music

concerts, proper space arrangement can enhance the event's energy and create a dynamic atmosphere that encourages the audience to sing and dance together.

This is supported by the results of an interview with Ms. Tria, the owner, who explained that they specifically chose a comfortable and easily accessible location, and designed the event layout in such a way that interaction between the artists and the audience could be more intimate. The stage placement closer to the audience, along with a sound system tailored to the characteristics of koplo music, are part of the strategy to maintain a lively atmosphere from start to finish. The primary goal is to create an immersive experience where the audience is not merely observers but actively participates in the excitement of the event.

In terms of room or atmospheric temperature, researchers found that the atmosphere at koplo dangdut concerts plays a crucial role in encouraging active audience participation. Rather than being passive spectators, audiences at koplo concerts tend to sing along, dance, and interact with one another, creating a lively and energetic atmosphere. Such an atmosphere does not arise spontaneously but is the result of careful planning, including the selection of high-quality sound systems to maintain consistency throughout the event.

This finding is reinforced by an interview with Mba Saleha from Media Partner @konserteros, who stated that audiences at koplo dangdut events demonstrate a very high level of engagement. She described the atmosphere as lively, full of energy, and even more “eccentric” compared to other types of music concerts, especially when popular koplo songs are played. Additionally, Mba Tria, the owner, emphasized the importance of maintaining sound system quality to match the characteristics of koplo music, as well as ensuring a consistent atmosphere from start to finish. All of this demonstrates that the atmospheric temperature of the event—including energy, comfort, and emotional engagement—is a crucial factor in creating an immersive and satisfying experience for the audience.

In terms of pricing information placement, researchers found that effective communication and promotion strategies are crucial for building audience trust and increasing engagement from the outset. In the context of dangdut koplo events, pricing information placement is not limited to simply listing ticket prices, but also includes how that information is communicated in a consistent, clear, and easily accessible manner to potential audience members. This strategy includes regular updates on social media to showcase event progress and reassure audiences of the organizer's credibility, the use of online ticketing platforms to facilitate transactions, and creative promotions such as giveaways and interactive content.

This is reinforced by an interview with Nidzhom, one of the event organizer's staff members, who stated that the most effective promotional strategy is actively updating social media about the concert's progress, which helps build audience trust. Meanwhile, Mba Tria, the owner, added that ticket price information was strategically placed across various platforms, including Instagram and TikTok, with engaging content such as contests and ticket giveaways. This aims to make the audience feel more involved from the start. She also highlighted the importance of using hashtags like #KoploNight or #AmbiyarVibes to make it easier for the audience to share their experiences while increasing the event's visibility. Additionally, the use of online ticketing platforms like Artatix is a key part of the strategy, as it offers convenient transactions via E-Wallet or bank accounts, eliminating the need for conventional methods like COD. Overall, effective pricing information placement is not just about clarity but also about creating a positive initial connection between organizers and audiences.

In terms of decorative parameters that reflect the brand, researchers found that decorative elements play an important role in shaping the visual identity of the event and creating harmony between the theme and visitor expectations. Appropriate decoration not only reinforces the event's character but also builds an emotional connection with the audience through strong visual impressions. In the context of a dangdut koplo concert, energetic and colorful stage decoration is a crucial element in creating a lively and enjoyable atmosphere.

This is reinforced by an interview with Rizki from Cirebon, who stated that the event's atmosphere was highly energetic, and the stage decorations felt cool and perfectly aligned with the vibrant vibe of koplo music. Another audience member, Siti, added that the concert's atmosphere was thrilling and full of energy, with stage decorations that not only supported the cheerful koplo theme but also enhanced the overall enthusiasm of the audience.

Meanwhile, regarding the music parameter for stimulation, the researcher noted that the selection of music type, tempo, and rhythm significantly influenced the creation of an immersive experience for the audience. Koplo dangdut music, characterized by its fast tempo and strong beats, was proven to directly increase audience engagement, both emotionally and physically, such as singing along or dancing.

Siti from Cirebon said that she felt very happy during the concert because the koplo rhythm made her unable to stay still and she spontaneously started dancing. Ardi expressed a similar sentiment, saying that koplo music is very enjoyable and energetic; every time he hears a song with a fast beat, he immediately starts moving to the rhythm (Putra & Haryanto, 2022). These findings indicate that carefully selected music is not only entertaining, but also an effective emotional and physical stimulant in creating a memorable and dynamic concert experience (Getz & Page, 2020).

This shows that music does not merely serve as background noise, but also plays an active role in shaping the atmosphere of an event and influencing the emotional responses and behavior of the audience (Bennett et al., 2019). The emotions and behavior of the audience can be influenced by the atmosphere of the event. Research shows that a positive atmosphere, shaped by music, lighting, and social interaction, can enhance audience engagement, create a sense of comfort, and strengthen memories of the experience. Audience perception of the event as a whole can be influenced by this atmosphere (North & Hargreaves, 2018).

Several key elements fall under the category of elements that make an event memorable. Choosing the right genre and live performances by artists can boost the energy of the event and encourage audience participation through music, which is an important component in creating the atmosphere. In addition, an attractive and functional stage design greatly enhances the viewing experience. Good stage design ensures that all audience members can see the performance clearly. Since direct audience engagement enhances the audience experience and strengthens their connection to the event, interaction between performers and the audience is crucial. Mass engagement or public participation can also create a more lively atmosphere. Activities such as dance challenges or Q&A sessions can boost audience enthusiasm and create lasting memories (Dearn & Price, 2021).

Creating a deep emotional experience for visitors is crucial, according to this study. This event, focused on dangdut koplo music, not only provides entertainment but also engages the audience with local culture and traditions, fostering a strong emotional connection.

CONCLUSIONS

Based on research with the organizers of the One Night Project event and grounded in customer experience theory and vibe and atmosphere theory, effective organizational strategies were found to be crucial in creating an unforgettable *dangdut koplo* event atmosphere. Key factors contributing to the event's success included selecting suitable artists, designing engaging stages, and utilizing optimal lighting and sound systems that matched the energetic nature of *koplo* music. Interaction between organizers and attendees significantly enhanced emotional engagement, enriching the audience's connection and creating memorable experiences. Additionally, social media functioned as an important channel for two-way communication, boosting engagement before, during, and after the event. By carefully managing music, visuals, and audience interaction, One Night Project crafted a more immersive concert experience. These findings offer valuable insights for event organizers aiming to improve audience experience in entertainment, especially *dangdut koplo* concerts. Future research

could explore the impact of emerging digital technologies such as virtual or augmented reality on enhancing audience engagement and atmosphere in live music events.

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