

An Analysis of Event Experiences (A Case Study of The Script's Satellites World Tour at Jatim Expo, Surabaya)

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ABSTRACT

This study analyzes the event experience of The Script's Satellites World Tour at Jatim Expo, Surabaya, focusing on four key dimensions: affective engagement, cognitive engagement, physical engagement, and experiencing newness. Using a case study design with a descriptive qualitative approach, data were gathered through surveys and semi-structured interviews with five concert attendees. The findings highlight that the concert successfully delivered a memorable audience experience across all four dimensions, providing both entertainment and reflective value. Nonetheless, some weaknesses were identified, especially regarding the placement of the festival area, which limited visibility and reduced the emotional connection for certain audience members. Despite these challenges, the event effectively engaged attendees affectively, cognitively, and physically, while offering them a sense of novelty and excitement. To further improve future audience experiences, it is recommended that concert organizers assess and enhance the technical setup and venue layout to ensure better visibility and stronger engagement for all attendees.

Keywords :

Event; Event Experience; Music Concert

A. INTRODUCTION

In recent decades, the tourism sector has not only focused on natural and cultural destinations but has also expanded into event-based tourism, known as MICE (Meetings, Incentives, Conferences, and Exhibitions) and special events. Events, whether small or large scale, have a significant impact on various aspects of a nation's social and economic life (Getz, 2012). The presence of events serves not only as a source of entertainment but also as a means to promote local culture and enhance interactions among individuals from diverse backgrounds (Geus et al., 2016).

The tourism sector has long been a crucial component of national economic development, particularly in Indonesia, where it plays a significant role in driving growth and creating employment opportunity. In addition to serving as one of the country's primary sources of foreign exchange, this sector also makes significant contributions to job creation, local economic empowerment, and the growth of the creative economy (Rumerung et al., 2024). The event sector, as an important part of Indonesia's tourism industry, has shown rapid growth in recent years (Alhamdi & Eryd, 2024). This development aligns with the increasing attention and commitment of the government toward the advancement of experience-based tourism and the strengthening of the creative economy as drivers of sustainable national economic growth.

In 2024, Indonesia has further strengthened its strategic role in the international event industry by hosting a wide range of large-scale events across all 34 provinces. One of the government's flagship programs in this context is *Karisma Event Nusantara*

(KEN), which showcases 110 of the best events from across the Indonesian archipelago. This program not only highlights the rich cultural heritage and natural beauty of the nation but is also designed as an effective tourism promotion tool and a driving force for local economic growth (Kemenparekraf, 2024).

One of the most popular forms of special events with strong appeal in mobilizing tourists is music festivals and concerts. Amid the growing public interest in entertainment and lifestyle, music festivals and concerts have become top choices for attracting large audiences while creating a lively and dynamic atmosphere (Marga & Ratih, 2021). These types of events are essential components of the tourism industry, and when examined comprehensively, they can yield significant economic and social benefits (Peng, 2023). Music festivals and concerts not only provide entertainment but also contribute to the overall tourism experience, attracting visitors and potentially serving as a primary motivation for traveling to a destination (Tankovic & Vitezic, 2017).

In Indonesia, several cities have emerged as leading destinations for hosting various types of events, both on national and international scales. Cities such as Jakarta, Bali, Surabaya, Yogyakarta, Bandung, Medan, and Lombok consistently serve as hosts for a wide range of MICE activities and special events (Syah, 2023). These cities possess competitive advantages in the form of adequate infrastructure, strong accessibility, and distinctive cultural and tourism attractions, making them strategic locations for large-scale events. The presence of modern venues, extensive accommodation networks, and active support from local governments further

strengthens the position of these destinations in driving the growth of the tourism and creative economy sectors through event implementation.

Surabaya, as the capital of East Java Province and one of the largest cities in Indonesia, holds significant potential for hosting music concerts that attract audiences from diverse backgrounds (Dwiridotjahjono et al., 2025). In recent years, Surabaya has also become an active venue for concerts by top tier artists, both domestic and international. This not only enriches the city's arts and cultural scene but also brings substantial economic potential through the influx of spectators attending these concert events.

One of the events that captured public attention in Indonesia was the performance by The Script, an Irish rock band, which held a music concert in Surabaya as part of their Asia tour, The Script's Satellites World Tour. During the concert, The Script also featured the guest band Hoobastank, who joined in to enliven the event as part of the same tour collaboration. The concert took place on February 16, 2025, at Jatim Expo, Surabaya, and became one of the internationally scaled special events that garnered significant public interest, particularly from pop rock music fans in Indonesia.

The organization of the international music concert by The Script not only had an economic impact through increased revenue in the tourism and creative economy sectors but also created a memorable experience for the audience. This experience was shaped by the interaction between the audience and the concert environment, which includes physical elements such as stage design, lighting, and sound setup, as well as social elements such as the atmosphere among the audience, interactions with others, and emotional connection with the performing musicians. The level of audience engagement, both emotional and participatory, greatly influences the intensity of the experience (Gelder & Robinson, 2009).

Based on a post from the official Instagram account @thescriptofficial, one of the most notable moments that captured public attention during The Script's concert in Surabaya was the unexpected surprise the band members gave to their fans after the main performance ended. In an effort to create a unique experience, The Script spontaneously performed two of their hit songs, "*For The First Time*" and "*The Man Who Can't Be Moved*," as a street performance in a public space. This performance took place on the side of the road, with the band members sitting on top of a car, offering a direct interactive approach to their fans.

This action not only demonstrated the emotional connection between the musicians and their fans but also enhanced the audience's direct engagement through an authentic and personal interaction. Getz (2005) states that "*once an event has ended, the experience cannot be relived*." This

statement emphasizes that the experience gained by the audience during an event is temporal and cannot be replicated outside the moment of the event. Therefore, once the event concludes, the audience no longer has the opportunity to experience the same sensations, as the characteristics of the experience depend on the context of time, atmosphere, and the interactions that occur during the festival.

Although The Script's music concert in Surabaya generally received positive responses from the public, including several appreciative comments on the event organizer's social media account @otelloasia highlighting the success of the event, there were also some complaints from the audience, particularly from ticket holders in the festival standing category. Based on various comments on social media, attendees in this category expressed dissatisfaction as the standing area was placed at the back. Additionally, they also pointed out the limited supporting facilities, such as extra screens and the sound system available in that area.

In the context of a music concert, event experiences play a crucial role, as they significantly impact the quality of the event and how the audience engages with it (Nordvall et al., 2014). Therefore, it is essential to gain a deeper understanding of how event experiences are perceived by the audience, as these experiences can greatly influence their level of satisfaction and have a significant impact on the success of the event.

Geus (2016) identifies four key dimensions that shape event experience: affective engagement, cognitive engagement, physical engagement, and experiencing newness. The first dimension, affective engagement, refers to the emotional involvement of the audience, where they feel a strong emotional connection to the performance or specific moment, often creating lasting memories. The second dimension, cognitive engagement, is related to the intellectual involvement or understanding of the audience, where they absorb information or messages conveyed through the experience, whether it be through storytelling, music, or the theme of the event. The third dimension, physical engagement, focuses on the audience's physical participation, involving body movements, physical responses to the rhythm of music, or direct interaction with the physical elements of the event. Lastly, experiencing newness refers to how the audience feels exposed to something new, different, or unique during the event, enriching their overall experience.

Based on this background, the purpose of this study is to analyze the event experience of the audience at The Script's Satellites World Tour Concert at Jatim Expo, Surabaya. This study also aims to explore the role and contribution of each dimension in shaping the audience's perception of the event quality, as well as to identify how these dimensions can be optimized by the organizers to

design a more meaningful and satisfying experience for the audience.

B. RESEARCH METHOD

The study was conducted on February 16, 2025, at Jatim Expo, Surabaya. The research method used is a case study with a descriptive qualitative approach, aiming to provide a comprehensive and realistic description of a phenomenon based on data obtained from the field (Creswell, 2014). The data were collected through surveys and semi structured interviews with five informants selected using purposive sampling, based on criteria such as full participation in the event, ages between 18-40, and the ability to communicate information openly. Purposive sampling was used to select informants who were most knowledgeable and understood the phenomenon being studied (Sugiyono, 2018). The event experience aspects observed include affective engagement, cognitive engagement, physical engagement, and experiencing newness (Geus et al., 2016).

The data analysis technique in this study consists of three stages: data reduction, model selection, and interpretation of meaning. In the data reduction stage, the semi-structured interview transcripts are transcribed and filtered to identify information relevant to the dimensions of event experience, specifically affective engagement, cognitive engagement, physical engagement, and experiencing newness (Geus et al., 2016). The interview results are then categorized based on these event experience aspects to facilitate analysis.

In conducting the research, the researcher encountered limitations related to data collection methods, particularly involving the event organizers, as well as the limited number of informants. Although the number of informants was small, Creswell (2014) suggests that this is acceptable in qualitative research, as long as the data obtained is in-depth and capable of capturing the essence of the experience. These limitations affected the amount of primary data that could be directly gathered. Therefore, to complement the existing data, the researcher used secondary sources, such as academic journals and previous studies relevant to the topic and context of the research. This approach was adopted to ensure the completeness and credibility of the data, as well as to strengthen the analysis of the phenomenon under study.

C. RESULT AND DISCUSSION

In this study, data were collected through interviews with five informants who attended The Script's Satellites World Tour Concert at Jatim Expo, Surabaya, as well as through direct observation during the event. This study aims to explore and understand the experiences of the informants based on four key aspects: affective engagement, cognitive engagement, physical engagement, and experiencing

newness. Through this qualitative approach, the researcher seeks to explore how each informant felt, responded to, and interpreted their experience during the event, as well as how these aspects shaped their subjective meaning of the overall experience.

Tabel 1. Audience Experience Mapping of The Script's Satellites World Tour Concert
at Jatim Expo, Surabaya

Informant	Informants' Profile	Event Experiences
1	-Female, 27 years old -Master degree -Lecturer -Like pop music -Come to concert event 2 times	- Feel a sense of excitement when they played their upbeat and motivational songs. - They were very humble and down to earth because they tried to blend with the audience
2	-Female, 20 years old -Diploma degree -College Student -Likes pop and hiphop music -Come to concert event for the first time	When the upbeat songs started playing, everyone began jumping and dancing, and it instantly sparked the excitement. Couldn't help but scream and jump along.
3	-Male, 30 years old -Bachelor degree -Private sector employee -Like pop music -Come to concert event 4 times	The most powerful moment came when The Script's performed 'Breakeven.' Hearing the song live, with Danny's vocals and the crowd singing along, gave chills.
4	-Female, 28 years old -Master degree -Banker -Like pop music -Come to concert event 4 times	- Super excited, as The Script has been a favorite band since high school. -Felt a sense of intimacy during The Script's performance, but unfortunately, the seated front row seemed to lessen the connection and energy between the band and the audience
5	-Male, 28 years old -Master degree -Dentist -Likes pop, edm, and hiphop music -Come to concert event for the first time	-As a first-time experience concert, felt incredibly fun and enjoyable -When The Script's sang along on the road after the concert, it felt very intimate.

Source: Data from Interviews (2025)

Event Experiences by Affective Engagement

One important dimension in understanding an individual's experience of an event is affective engagement. According to Geus et al. (2016), affective engagement refers to the emotional responses that arise as a result of one's participation in an activity or event. This includes feelings of excitement, emotional energy, intimacy, a sense of adventure, perceived values, and the process of recalling personal memories.

In other words, affective engagement is a form of deep emotional involvement that is capable of creating lasting and meaningful impressions for individuals. The research findings, obtained through in-depth interviews with five informants who attended The Script's Satellites World Tour Concert, reveal various forms of affective engagement experienced during the concert.

In terms of excitement and recollection, all informants demonstrated a high level of enthusiasm both before and during the concert. This sense of excitement was further reinforced by the fact that The Script's Satellites World Tour Concert had become a part of their emotional journey since their teenage years.

"Felt super excited during The Script's Satellites World Tour at Jatim Expo, Surabaya, as The Script has been my favorite band since high school. An emotional wave hit when Danny, the vocalist, stepped onto the stage and performed one of their most popular songs, it brought back both the joy and sadness of my high school memories" – (Informant 4, Utami, Interview, 16 February, 2025).

This reflects a deep emotional attachment, manifested in the high levels of excitement and personal recollections that emerged as a response to the significant emotional experiences during the concert.

Emotional energy and intimacy are two crucial aspects that play a key role in shaping intense affective engagement for the audience. When high emotional energy is generated through a musical performance, it directly strengthens the sense of intimacy between the audience and the artist, which in turn adds depth to the subjective experience felt during the event.

"The most emotional moment for me was when The Script performed 'Breakeven.' Hearing the song live, with Danny's powerful vocals and the crowd singing along, along with the emotional depth of the lyrics. Also one of the most unforgettable experiences was when they sang with the audience after the concert, performing on top of the car hood. It created an intimate moment that was different from any other concert I've attended" – (Informant 3, Jeffi, Interview, 16 February, 2025)

This reflects that emotional energy and intimacy are two highly influential aspects in shaping a profound concert experience. Emotional energy was created when The Script performed the song "Breakeven," where Danny's powerful vocals, combined with the audience singing along, generated an unforgettable moment. Meanwhile, intimacy was manifested in the moment after the concert when The

Script sang atop a car surrounded by the audience. This moment fostered a unique and more personal connection, setting it apart from other concert experiences.

The aspects of adventure and personal values also depict the concert as an extraordinary experience. One of the informants even shared their experience as follows:

"I felt a sense of adventure when the upbeat songs started playing—everyone began jumping and dancing, and it instantly sparked my excitement. I couldn't help but scream and jump along. The performance reminded me how much I value living in the moment. Singing my heart out and feeling the crowd's energy made me truly appreciate the pure joy that music brings" – (Informant 2, Prabha, Interview, 16 February, 2025).

One informant described the concert atmosphere as an experience full of energy. As the songs were performed, the entire audience jumped and danced together, creating an energy that fueled enthusiasm. Based on the aspects of Affective Engagement, it can be concluded that the audience generally enjoyed the concert and felt a strong emotional connection. Although one informant mentioned that the placement of the festival area behind the seated audience reduced the connection and energy between the audience and the band, this did not significantly affect the overall impression. The audience still experienced excitement, joy, and memorable emotional moments throughout The Script's Satellites World Tour Concert.

Based on the statements above, it is evident that the informants experienced a strong level of affective engagement during The Script's *Satellites World Tour* concert at Jatim Expo, Surabaya. Their emotional expressions ranging from excitement, nostalgia, emotional connection, to a sense of intimacy and adventure demonstrate how live musical performances can powerfully evoke personal memories and foster deep emotional involvement. One informant described feeling overwhelmed with emotion when a favorite song from high school was performed, highlighting how the concert triggered both joyful and bittersweet recollections. Another emphasized the emotional resonance of hearing "Breakeven" live, noting the unique intimacy created when the band performed directly with the audience, even after the show. A third informant reflected on the sense of adventure and joy sparked by the crowd's collective energy, expressing appreciation for living in the moment through music.

These emotional responses are consistent with Geus et al. (2016), who define affective engagement as encompassing emotional energy, excitement, perceived value, and memory recall. Moreover, this finding aligns with the perspective of Coetzee et al.

(2020), who argue that affective engagement particularly when expressed through excitement and emotional immersion plays a crucial role in deepening the audience's overall experience. It not only enhances their connection with the event but also increases the likelihood of post-event sharing, such as recommending the event to others or revisiting it in conversations or on social media. In this way, affective engagement becomes a key factor in both the personal impact of the event and its broader social influence.

Event Experiences by Cognitive Engagement

Cognitive engagement refers to an individual's involvement in the mental or cognitive processes of understanding, processing, and reflecting on an experience or information. This cognitive dimension includes awareness, perception, memory, learning, reasoning, as well as the ability to make decisions and understand the meaning of an event (Geus et al., 2016). In the context of events, cognitive engagement refers to the audience's involvement in evaluating and attributing meaning to the experiences they have during an event. The level of engagement plays a crucial role in determining how deeply the experience leaves an impression and impact on the audience.

Based on interviews with five respondents who attended The Script's Satellites World Tour Concert, it is evident that cognitive engagement appeared in various forms of personal experiences they had during the event. The audience not only enjoyed the music emotionally, but also actively processed the meaning of the songs performed and reflected on their personal experiences. One informant shared their experience as follows:

“Just the whole experience of hearing my favorite songs live was incredible, and I learned something new during the event. I truly saw their genuine friendship, not just as a band, but more like a family” – (Informant 1, Radha, Interview, 16 February 2025).

It can be concluded that listening to favorite songs live not only provides emotional satisfaction for the audience but also offers a deeper understanding of how the band members interact and collaborate as a unified entity. Through The Script's performance, the audience gained new insights into the importance of closeness and collaboration among band members in creating a show that is not only entertaining but also demonstrates how strong personal relationships can influence musical quality and strengthen their bond with the audience.

“During The Script's performance, I found myself thinking about the meaning behind their songs, especially 'Superheroes.' The message about being strong and getting through tough times” – (Informant 5, Diky, Interview, 16 February 2025)

The statement from Informant 5 reveals that the audience not only attended the concert physically but also engaged cognitively by reflecting on the meaning embedded in the songs performed. Especially through songs like "Superheroes," which convey messages of resilience and overcoming life's challenges, the audience was able to grasp the depth of the meaning and relate it to their personal experiences. This illustrates cognitive engagement, where the audience not only enjoyed the music as entertainment but also gained a deeper understanding, enriching their experience with personal reflection and a stronger emotional connection to the message conveyed by The Script.

Based on the informants' responses, it is evident that the audience experienced cognitive engagement during The Script's Satellites World Tour concert. Their reflections indicate that the concert prompted them to engage with the performance on a deeper intellectual level. One informant shared that hearing their favorite songs live not only thrilled them but also gave them a new understanding of the band's dynamics, describing the band as more than just musicians, but a family with genuine friendship. Another informant specifically mentioned the song "Superheroes," reflecting on its message about overcoming challenges and finding strength during tough times. These responses show that the concert was not merely a passive entertainment experience, rather, it provided an opportunity for the audience to critically think about the deeper meanings and emotional messages conveyed by the band through their music.

This finding aligns with the ideas presented by Richards, G. (2020), who emphasizes that cognitive engagement plays a crucial role in event experiences, as individuals often seek to expand their knowledge and broaden their perspectives during events. In The Script's concert, this was evident, as the audience didn't simply enjoy the physical performance, but also took time to reflect on and understand the messages being conveyed. This cognitive engagement allowed the audience to connect more deeply with the event, making the experience both more meaningful and intellectually enriching. It wasn't just about enjoying the music, it was about processing the emotional and thematic content of the songs, which added depth to their overall experience. By engaging mentally with the performance, the informants were able to transform the concert into a more impactful and thought-provoking experience.

This form of cognitive involvement not only contributes to a richer understanding of the event but also increases the likelihood that attendees will remember and share their experiences with others, further enhancing the event's social and personal impact.

Event Experiences by Physical Engagement

Physical engagement refers to active involvement that includes participation, creativity, and multisensory experiences in an activity or event (Geus et al., 2016). In the context of events, physical engagement is evident when the audience actively participates in activities such as singing and dancing. It also encompasses how the audience perceives the experience through their various senses, such as listening to music or observing the visual elements of the performance. This physical engagement enriches the experience and fosters a deeper connection with the event.

Based on interview with the informant, it is clear that physical engagement and sensory experiences during the concert significantly influenced the overall atmosphere of the event. The informants reported actively participating in the concert by singing, dancing, and interacting with friends and family.

“I sang along to every song, jumped during the upbeat ones, and cheered as loud as I could. The energy from the crowd was contagious, making the whole experience even more exciting. Plus, it was my first concert ever, which made it even more special. The sound was incredible hearing the live instruments and Danny's voice filled the whole venue with energy. The lighting and visuals enhanced each song, making them feel even more powerful and creating the perfect atmosphere. Everything came together to make the concert feel so immersive” (Informant 2, Prabha, Interview, 16 February, 2025).

Informant 2 indicates that the audience's physical engagement was notably high during the concert. The audience actively participated by singing, dancing, and providing emotional support. The energy of the crowd, combined with sensory elements such as sound, lighting, and visuals, created an immersive atmosphere that enriched the overall concert experience.

“The concert was an amazing experience, but the sightline wasn't great due to the improper seating arrangement and cameramen blocking the view at times. Despite that, the sound and lighting were incredible, and the energy from the crowd made up for the visual limitations, making the night still unforgettable” (Informant 3, Jeffi, Interview, 16 February, 2025).

One informant highlighted concerns regarding the inadequate seating arrangement, particularly for attendees situated behind the cameras. This obstruction impaired their view and diminished the visual experience of the concert. However, this issue did not significantly impact the overall quality of the event, as the superior sound and lighting contributed

positively to the experience. Despite the visual limitations, the overall experience remained impactful, owing to the synergy of sound, lighting, and the emotional connection between the audience and the band.

From the statements provided by the informants, it is clear that the audience was physically engaged during The Script's Satellites World Tour concert. Physical engagement involves active participation, creativity, and multisensory experiences, which were all present in the concert as described by the informants. Their active involvement was evident through actions such as singing, jumping, and cheering along with the crowd, creating an immersive and energetic atmosphere. One informant highlighted how the energy from the crowd amplified the excitement of the experience, which is a key aspect of physical engagement. The multisensory elements of the concert including live instruments, Danny's powerful vocals, and the dynamic lighting and visuals worked together to enhance the overall atmosphere, making the event more engaging and memorable.

Despite some challenges with seating arrangements and obstructed views, another informant noted that the exceptional sound quality and lighting compensated for the visual limitations. While the obstructed views may have caused some frustration, the informant emphasized that the crowd's energy and the sensory elements of the performance made up for these minor issues. This illustrates an important point: even when physical engagement is challenged by external factors (such as seating arrangements), the audience's participation and the overall sensory experience can still overcome these obstacles, making the event memorable and impactful.

Moreover, the obstructed views also serve as a reminder of how physical engagement, even when faced with minor disruptions, can still create a strong emotional and sensory connection to the event. The audience remained engaged despite these challenges, underscoring the power of physical involvement in live performances. In this case, the collective energy of the crowd and the sensory impact of the music and visuals helped to maintain the excitement and engagement, ultimately making the experience unforgettable.

In this context, the concert was not merely a form of passive entertainment, but rather an experience that actively and deeply involved the audience (Sobitan & Vlachos, 2020). At The Script's concert, the audience was not only present as spectators, but also actively participated through various forms of interaction. They sang along, danced, raised their hands in time with the rhythm, and even interacted directly with the artists on stage. This reflects the idea that the audience *"personally affects the performance or event that yields the experience"* and *"becomes physically a part of the*

experience itself." In other words, the presence and responses of the audience directly influenced the course of the performance and the atmosphere created (Dahlke, 2002).

Furthermore, physical engagement provides a unique and memorable experience, as it directly involves participants in a setting that emphasizes the distinctiveness of the event (O'Hara, 2017). In The Script's concert, this was evident through unexpected moments, such as the spontaneous interaction from the lead vocalist, who invited an audience member to sing along during the song "*Never Seen Anything Quite Like You*." Additionally, the emotional atmosphere created throughout the performance further enhanced the depth of the experience felt by the audience. Therefore, The Script's Satellites World Tour Concert was not merely an entertainment performance, but a space for engagement that allowed the audience to participate physically. This level of involvement made the concert an immersive experience that was profound, personal, and left an unforgettable impression on the audience.

Event Experience by Newness

Experiencing Newness refers to elements of novelty that create a unique and distinct impression, such as distinctiveness, unfamiliarity, and uniqueness (Geus et al., 2016). This offers an engaging and unforgettable experience for the audience, as they are not merely passive spectators, but actively involved in something new. Novelty can manifest in various forms, such as an innovative concert format, unexpected interactions between the artists and the audience, or even a different approach to music production. Experiencing newness was also evident in The Script's Satellites World Tour Concert at Jatim Expo Surabaya, with surprises introduced throughout the performance.

Based on the interviews with the informants, several aspects were identified that made this concert feel unique and different from similar events. One of the distinguishing features was The Script's performance, which was not limited to the main stage but also included a surprising and entertaining street performance that captivated the audience

"Queuing for over two hours was exhausting, but a unique aspect of the event was that we were allowed to bring food and drinks inside the venue" (Informant 1, Radha, Interview, 16 February 2025).

Informant 1 stated that although waiting for over two hours was quite exhausting, a unique aspect of the event was that attendees were allowed to bring food and drinks into the venue. This policy was regarded as providing a certain level of comfort for the audience and set this event apart from other similar concerts.

"The food and beverage options were more limited compared to other concerts I've attended, which could have been improved to enhance the overall experience. However, The Script's high-energy performances made the concert truly unforgettable" (Informant 4, Utami, Interview, 16 February, 2025)

The statements from the informants reflect the aspect of experiencing newness at The Script's Satellites World Tour concert, highlighting elements of novelty that contributed to the overall experience. One informant mentioned the unique opportunity to bring food and drinks inside the venue, despite the inconvenience of waiting in a long queue, while another noted that the food and beverage options were more limited compared to other concerts but emphasized that The Script's high energy performances made the concert unforgettable. These aspects of distinctiveness and unfamiliarity contribute to the feeling of newness, as the audience encountered a different kind of experience compared to other concerts they had attended.

In general, individuals tend to seek variety to fulfill their need for novelty and uniqueness. This pursuit of variety can be viewed as an effort to enrich their experiences, both emotionally and intellectually (Waehning et al., 2022). This is evident in various contexts, including the entertainment industry, where audiences seek a different experience each time they attend a concert. Therefore, The Script's Satellites World Tour concert is not merely entertainment but also an opportunity for experiencing newness.

D. CONCLUSION

The Script's Satellites World Tour concert at Jatim Expo, Surabaya can be classified as a special event that successfully attracted the public's attention in Indonesia. The event not only had a positive economic impact by boosting activity in the tourism and creative economy sectors but also offered a profound and memorable experience for the audience.

From the perspective of affective engagement, the audience demonstrated strong emotional involvement while enjoying the concert. Although some informants noted that the placement of the festival area behind the seated rows reduced the direct connection between the audience and the performers, this did not significantly impact the overall impression of the concert. Regarding cognitive engagement, The Script's performance not only provided entertainment but also offered a deeper understanding of the meaning behind the songs, as well as emphasized the importance of unity and emotional closeness among the band members. This reinforced the impression that the concert was not just a spectacle, but also a reflective experience for the audience.

In terms of physical engagement, the audience actively participated by singing and dancing throughout the performance. The energy created by the crowd, combined with sensory elements such as sound, lighting, and supporting visuals, successfully generated a vibrant concert atmosphere. Meanwhile, from the perspective of experiencing newness, the concert introduced several unique elements rarely found in other concerts, such as allowing the audience to bring food and drinks into the venue and featuring a surprise street performance by The Script, which added an extra layer of appeal. These elements enriched the overall concert experience and left a lasting, profound impression on the audience.

The research findings suggest that an evaluation should be conducted on the technical aspects and layout of the concert area, particularly regarding the placement of the festival area behind the seating rows. This arrangement is considered to reduce visibility and the emotional connection between the audience and the band.

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