

## Audience Reception Towards Cultural Dimensions in Music Festival Websites in Asia

F. Anita Herawati<sup>1</sup>, Pawito<sup>2</sup>, Prahastiwi Utari<sup>3</sup>, Drajat Tri Kartono<sup>4</sup>

*<sup>1,2,3,4</sup>University of Sebelas Maret Surakarta, Indonesia*

### ABSTRACT

The purpose of this study is to determine audience reception based on their reception of cultural dimensions that appear in messages on the websites of Fuji Rock Festival (FRF, Japan), Sunburn Festival (SBF, India), Beijing Music Festival (BMF, China), and We The Fest (WTF, Indonesia). The cultural dimensions used are Individualism (IN)/Collectivism (COL), Masculinity (MAS)/Femininity (FEM), High/Low Power Distance (HPD/LPD), High/Low Uncertainty Avoidance (HUA/LUA) Indulgence (IND/Restraint (RES), High/Low Context (HCX/LCX), High/Low Contact (HCT/LCT), and Long/Short Time Orientation (LTO/STO). This study used a pre-experimental design. The experimental group consisted of foreign and native Indonesian students studying at the University of Atma Jaya Yogyakarta, Indonesia, from 11 countries. The tests used were the Friedman Test, the Kruskal-Wallis Test, and the Pearson Correlation Test. There was a difference in audience reception on the BMF website on the HPD and STO dimensions, while on the WRF website, it was only different on the HCT dimension. On the FRF website, there was no difference in audience reception on the LCT, STO, and RES dimensions, while on the SBF website, there was no difference for IND, MAS, HPD, LCX, LCT, and RES. Audience reception is not correlated with the audience's country of origin; it only occurs on the SBF website. However, the FRF website is still influenced by the country of origin of the audience in the FEM dimension and the WTF website in the HCT dimension. Specifically, the BMF website correlates with the audience's country of origin in the LUA, LCX, and RES dimensions.

**Keywords:** audience reception; cultural dimensions; website; music festival