

# The Music Revival

After surviving the pandemic, PK Entertainment Group prepares to welcome roughly 100,000 enthusiastic concertgoers to its star-studded 2022-2023 lineup.



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**Peter Harjani**, founder and CEO of PK Entertainment Group, characterized the country's event and live music industry during the pandemic as "the first to fall, and the last to bounce back." Due to the pandemic, the last couple of years have been difficult for the concert industry and

performers, who frequently rely on touring as their primary source of income. Pollstar, a live music trade publication, had initially forecasted 2020 as the highest ever grossing year for live music. Instead the year ended with revenues 90% down, or an estimated \$30 billion lost worldwide due to the pandemic.

Now, two years, on the industry predicts that, if all goes well, 2022 might surpass 2019 as a record year for global

ticket sales. The reintroduction of the internationally renowned Coachella Festival earlier this year is evidence that offline events are once again feasible. According to Pollstar's midyear report for 2022, North America has returned to normal, while the rest of the world is on the road to full recovery.

Indonesia is steadily following in North America's footsteps. Since the government lifted limitations on live music performances on 27 March 2022, promoters have been announcing big names, generating enthusiasm among concertgoers across the country.

This momentum is 'music to the ears' for PK Entertainment Group, an event organizer and concert promoter based in Jakarta. After two years without offline concerts, the organization has announced five major global acts that will be performing in late 2022 and early 2023: Justin Bieber, Westlife, LANY, Calum Scott, and Keshi.

Brothers Peter and Kenny Harjani, along with their business partner Harry Sudarma, created PK Entertainment Group in 2015. Despite the fact that they have founded the most successful event-planning and concert-promotion company in Indonesia, Peter, Kenny, and Harry did not come from an entertainment background—the former being accountants, whilst Harry was a family physician.

Initially, PK Entertainment's sole client was YouTube, for which they handled corporate events. Peter acknowledges that it required time for them to establish the company's momentum, growing from one event in 2015 to three events in 2016. "We prioritize a high degree of excellence in everything we do, which is why we must ensure that our standard is maintained and our growth is quantifiable each year," Peter explains, emphasizing that since they founded the company, their guiding concept has been to prioritize quality above quantity.

In 2018, PK Entertainment Group made its debut as a concert promoter by bringing renowned singer Celine Dion to Jakarta, attracting 10,000 concertgoers. Although they lacked a concert portfolio at the time, Peter's prior experience in other concert promoter company helped him secure the deal.

The Celine Dion concert marked the beginning of the exponential rise of PK Entertainment Group. Peter aims for the maximum degree of customer satisfaction possible, not only by putting on a spectacular performance but also by ensuring a seamless consumer trip. This commitment to maintaining a high degree of excellence, boosted the company's credibility, giving it access to more opportunities. The following year, still with only around 20 team members, it organized three sold-out celebrity concerts and approximately 100 corporate events.

"Working in the service business means ensuring the happiness of all involved," Peter says. In addition to customers, artists, and clients, Peter includes partners, vendors, the team, and the board of directors.

When the first infection case was officially reported in In-

donesia, the company already had three sold-out concerts and several corporate events planned for global corporations that had to be cancelled. The harsh reality of COVID-19, which rendered all in-person activities impossible, cut short their success. Due to the inability of its two primary revenue sources to generate income, the organization was compelled to identify viable alternatives in order to survive.

PK Entertainment Group could continue operations by being resourceful and minimizing expenditures in order to support the team, which was their top priority. Financially,

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the company had to reduce its cost structure by eliminating office snacks and reducing the salaries of the board of directors. In terms of events, it totally migrated online by developing online events and festivals, one of which was a cooperation with the Ministry of Tourism and Creative Economy titled *Music Matters from Wonderful Indonesia* that took place in 2020. These online events may not have created a substantial profit, but for Peter, preserving their relevancy was essential. "It would be difficult to make a comeback if we had shut down and vanished for a year," he asserts bluntly.

At the end of the day, PK Entertainment Group was able to negotiate the situation and emerge even stronger because of their imaginative and collaborative nature. Despite being in one of the most severely affected industries by the pandemic, no layoffs or payroll deductions were implemented. In contrast, the group grew by developing two sister firms, Milli and TerimaBeres, both of which are event agencies that serve distinct market sectors.

PK Entertainment Group is now occupied with the preparations for the five announced concerts and an estimated 100 other events through the end of the year. Some recently announced performances have been in development for some time, for example the negotiations for Justin Bieber's two-night concert began in 2020, while other deals were made this year. Peter is involved in every stage of the preparation, from negotiating the contract, determining the price, and considering potential venues, to assuring the satisfaction of the audience and designing their parking lot position.

Internally, Peter has been preparing for next year's launch of additional expansion. The group intends to construct an integrated ecosystem to assist the existing business unit in expanding its market presence. The expansion plans begin with PK Films, a film production company, followed by a sports division and music content creation. In addition to the brand's expansion, Peter anticipates a rise in clientele and events, all the while keeping its commitment to the highest quality standard. 📌