

PROJECT PROPOSAL

Nuansa Ceria

# NUANSA 2 CERIA

ORGANIZED BY  ADEEVA  
ENTERTAINMENT

[www.nuansaceria.com](http://www.nuansaceria.com)

# Event Purpose

Tempat berkumpul Bagi Teman,  
Keluarga dan pasangan

Mengedukasi masyarakat untuk  
menghargai musisi dengan membeli  
tiket konser

Mendatangkan audience dari luar kota  
wilayah

Meningkatkan ekonomi daerah  
dengan menggandeng UMKM



# Event Experiance

## **AMBYAR MUSIC FEST**

23 November 23, Korem 071 Wijayakusuma Sokaraja  
Line Up : Gildcoustic

## **AMBYAR MUSIC FEST**

Febuari 2024 Stadion Wiradadaha Tasikmalaya  
Line Up : NDX AKA

## **SINERGYCOOL FEST**

29 Februari 24, Lapangan Aspol Bumiayu  
Line Up : Gildcoustic

## **MARI BERDENDANG**

11 Agustus 24, Terminal Wangon  
Line Up : Ajeng Febria, Ponidi, Aftershine

## **BERSUARIA**

20 Desember 24, Std Surya Kencana, Suukabumi  
Line Up : NDX AKA, Last Child, Tipe - X

## **NUANSA CERIA**

18 Juli 25, Lapangan Aspol, Tegal  
Line Up : NDX AKA, Denny Caknan, Guyon Waton



# Recent Project

NUANSA CERIA TEGAL, 18 JULI 2025

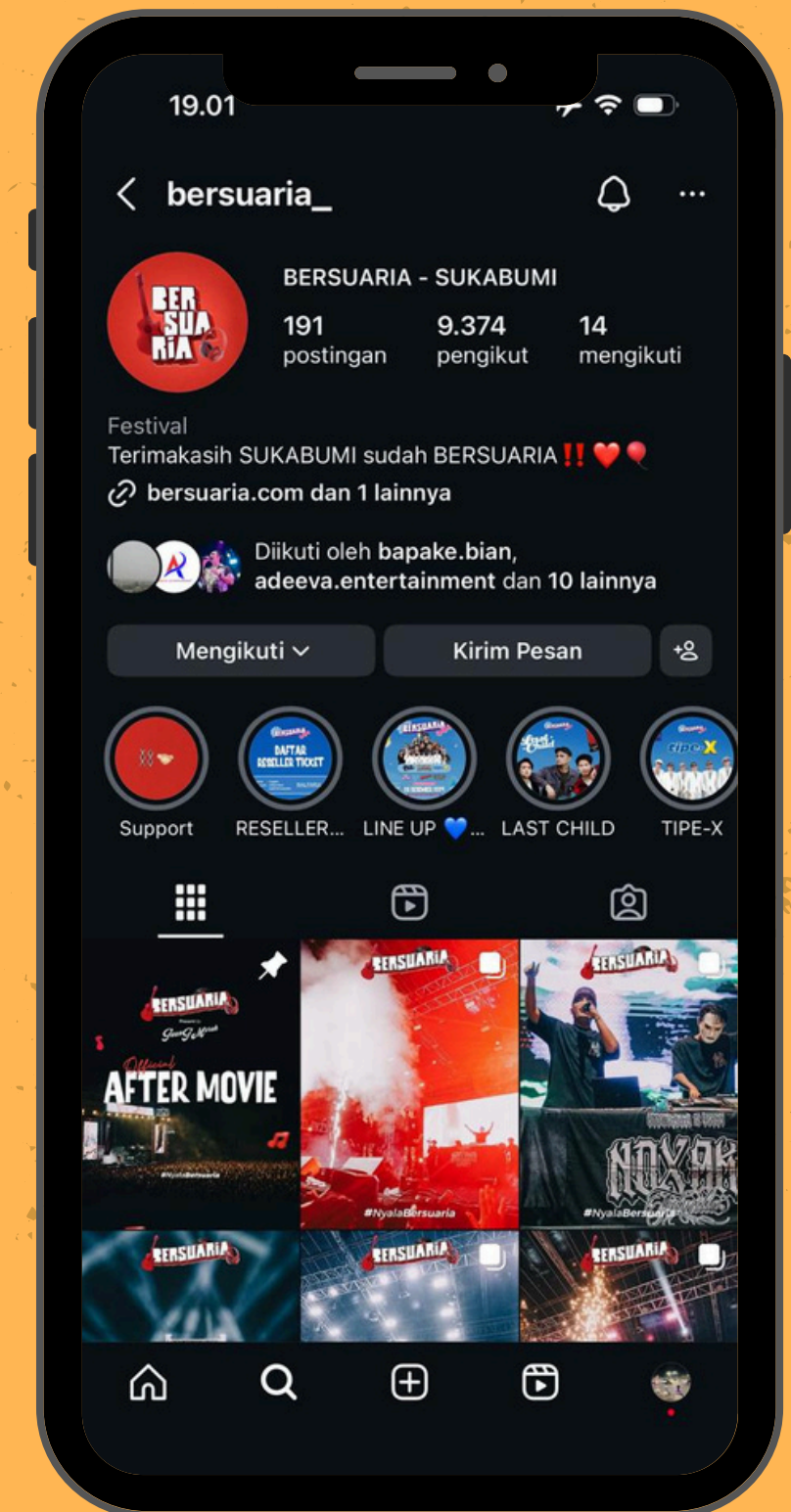
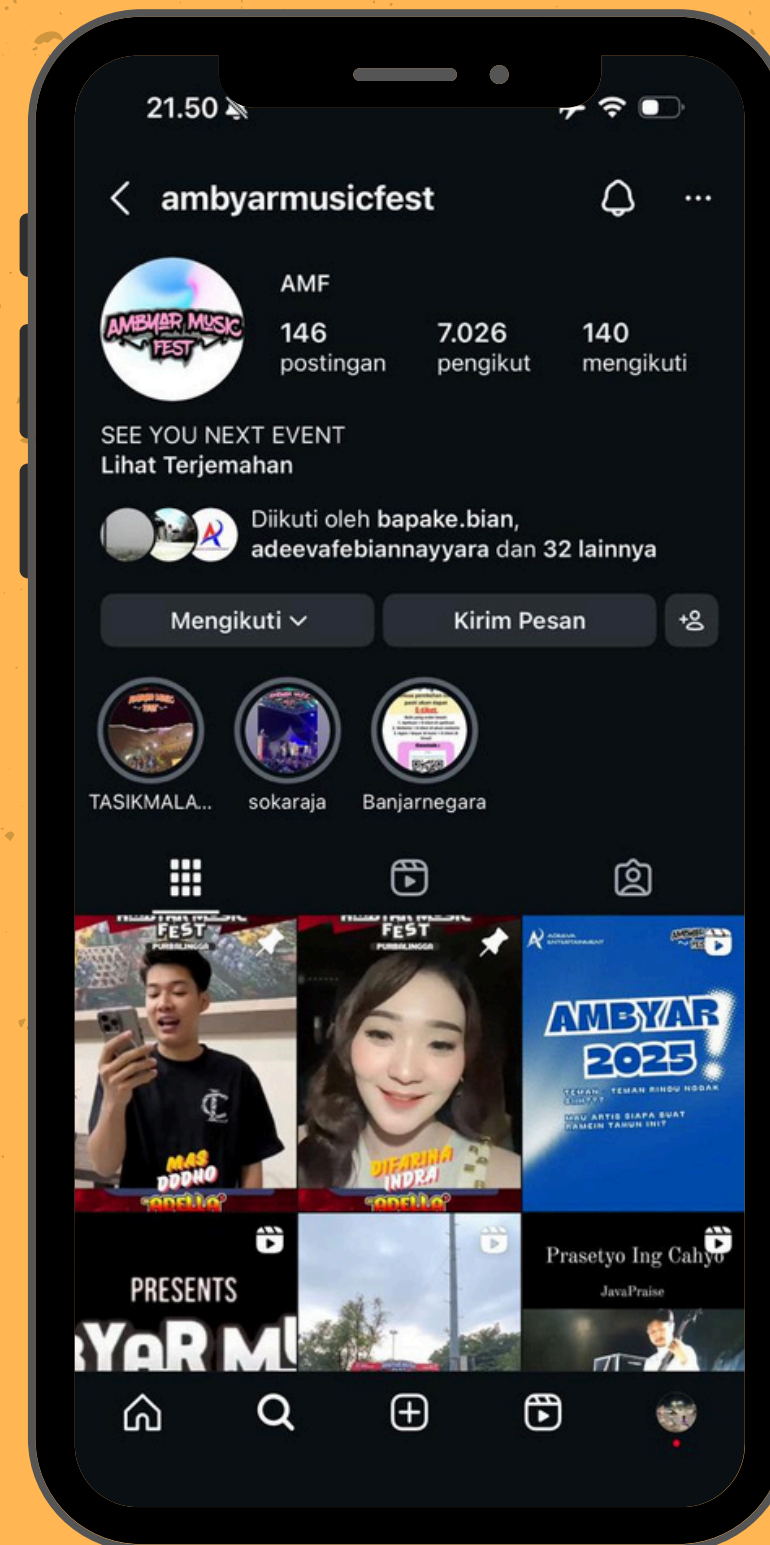
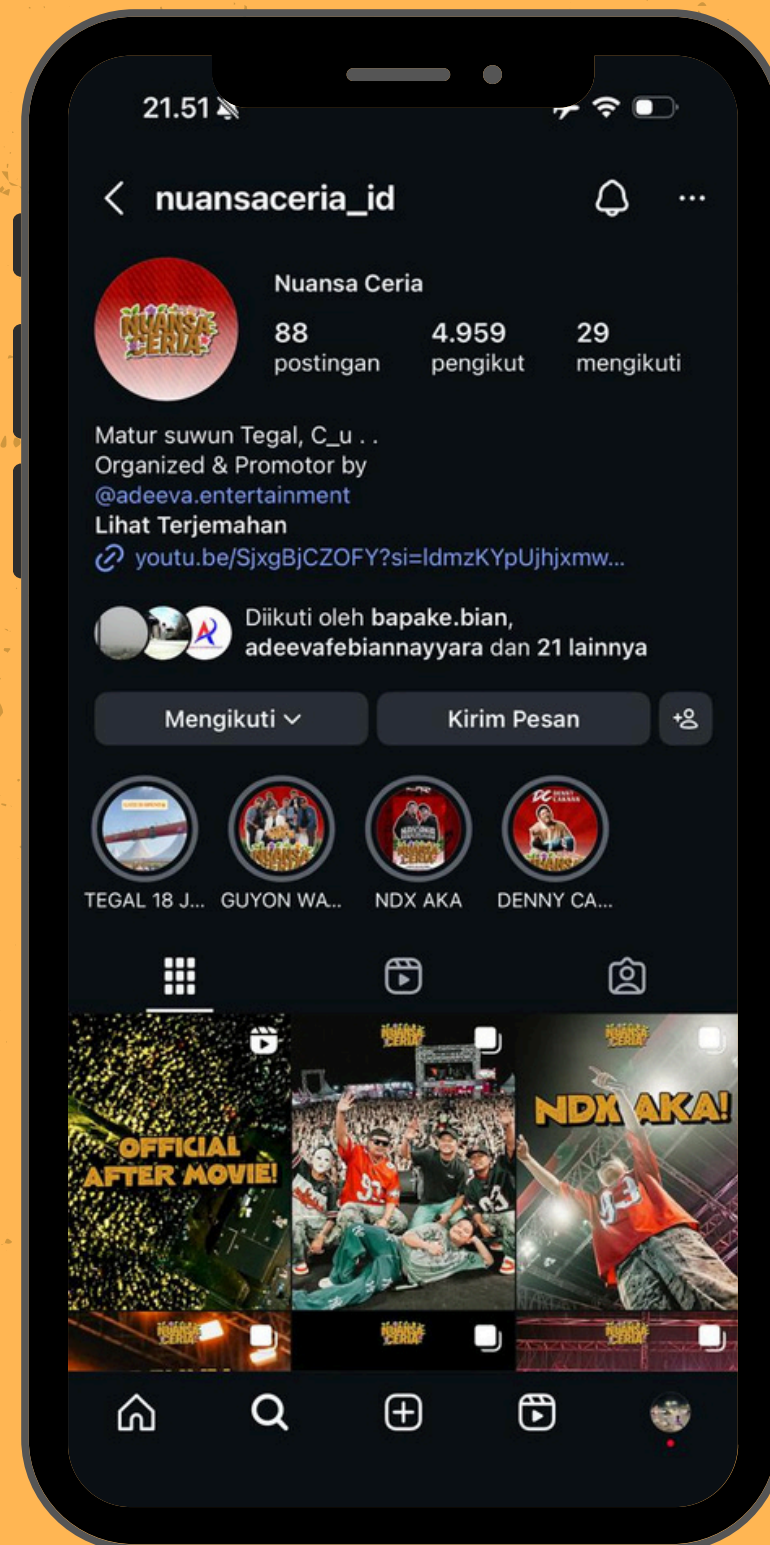
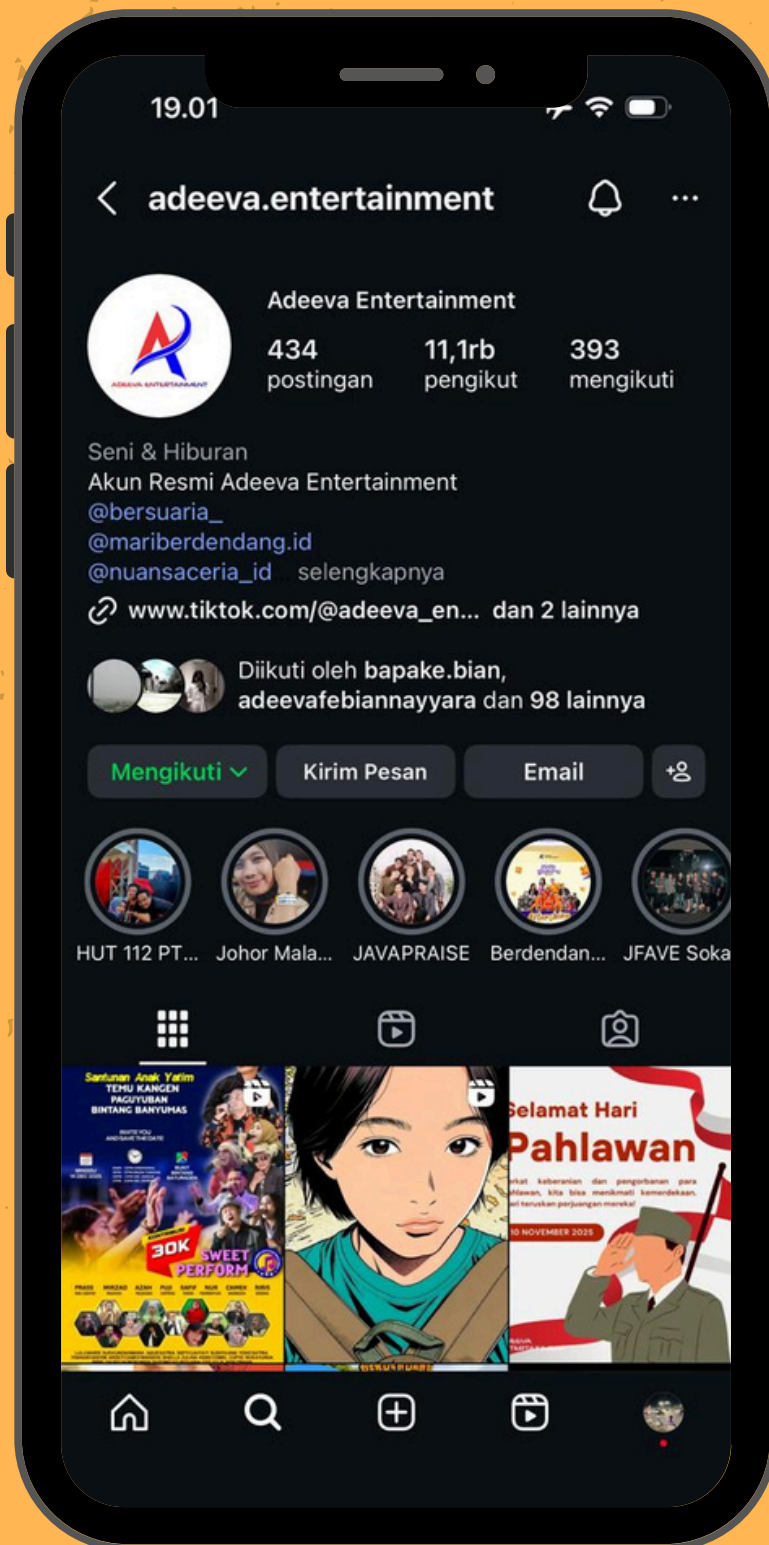


# Recent Project

## NUANSA CERIA TEGAL, 18 JULI 2025



# OUR INSTAGRAM



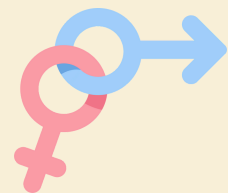
# Target Market



Rentan umur yang menjadi target event adalah 18 - 45 Th



Target berdasarkan hobi : Musik, Belanja, Hangout / Liburan, Hiburan



Targrt berdasarkan jenis kelamin :  
60% Wanita - 40% Pria



# TARGET IN NUMBER

*(10.000 +) Attends Per Day*

*(5) Artist & (20) UMKM*



# EVENT SCHEDULE

**11 JULY 2026**

LAPANGAN ASPOL KALIBLIRUK,  
TEGAL, JAWA TENGAH



# Event Flow

## Pra-Event

- Pengenalan Event Melalui Media Sosial
- Media & KolBoostiing
- Instagram, Tiktok, FB ads
- Colateral Event Production
- Press Conferance
- Stakegolder Testtimoni

## Event

- Game Activity
- Band Performance
- Flash Sale Brand
- Sponsor Activity
- Gathering Community

## Post-Event

- Pree Released Event
- Post Audio Aftermovie
- Post Documentasi Event
- Report Event
- Testimoni Vidio Audiance
- Vidio Next Event



# LINE UP ARTIST



Vierratale tipe-X ARIEL JavaPraise J-FAVE



# RUNDOWN ACARA



Open Gate

15.00 WIB

**LOCAL BAND**

15.30 - 17.50 WIB

Break Maghrib

17.50 - 18.15 WIB

**J-FAVE**

18.15 - 19.00 WIB

Break Isya

19.00 - 19.15 WIB

*JavaPraise*

19.15 - 20.00 WIB

*Vierratale*

20.00 - 21.00 WIB

**ARIEL**

21.00 - 22.00 WIB

*tipe-X*

22.00 - 23.00 WIB

# **PENJUUALAN TIKET**

**OFFLINE**

**TIKET BOX & ON THE SPOT**

**ONLINE**

**PLESIRAN.CO.ID**



# SKEMA TICKET

## **PRESALE 1**

VIP : ~~RP.~~ 125.000  
FESTIVAL : ~~RP.~~ 100.000

## **PRESALE 2**

VIP : ~~RP.~~ 150.000  
FESTIVAL : ~~RP.~~ 125.000

## **PRESALE 3 & OTS**

VIP : ~~RP.~~ 200.000  
FESTIVAL : ~~RP.~~ 170.000  
VVIP : ~~RP.~~ 1.500.000



# TERIMA KASIH



## Telepon

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