MEDIA KIT

MDLSTK

Concert and event media from Semarang. Clean monochrome visuals, focused on atmosphere and live energy.

Concert coverage | Festival moments | Youth culture | Monochrome aesthetic



ABOUT

ORIGIN AND STORY

MDLSTK started in 2020 in Semarang as a personal project to archive local gigs, flyers, and crowd moments. What began as simple posts on social media grew into a small media identity for live music followers who wanted a place to see what happened on stage last night.

Instead of chasing perfect clean frames, MDLSTK focuses on mood, movement, and emotion. The visual approach uses minimal elements and monochrome treatment to preserve the feeling of each moment, whether that is a quiet intro or an intense sing along.

BACKGROUND

MDLSTK is rooted in the local concert scene. The feed mixes posters, line up cards, crowd shots, and recap clips that feel familiar to regular gig goers.

- Started from Semarang local shows and campus events.
- Grew through consistent posting and simple but clear graphic style.
- Audience gradually expanded to other cities and festival visitors.

IDENTITY

Monochrome gives MDLSTK a timeless tone that fits both small venue gigs and larger outdoor festivals. The focus stays on expression, lights, smoke, and human reactions.

Core idea: Make every show feel like a memory you can revisit, not just content to scroll past.

AUDIENCE

COMMUNITY AND NUMBERS

MDLSTK speaks to young people who plan their weeks around concerts, gigs, and festivals. The audience is used to checking stories and reels to decide which event to attend and which moments to share.

5,000+
Instagram followers
Organically grown music focused audience that follows event posts and recap content.

94.5K
TikTok likes
Short clips and crowd moments that travel further than the event location.

Youth
Core demographic
Mostly students and young professionals who actively attend live events.

AUDIENCE PROFILE

- Ages around late teens to late twenties.
- Follow bands, solo artists, and campus event accounts.
- Look for line up information, schedule, and mood preview.
- Share and repost concert moments with friends.

PLATFORMS

- Instagram for feed posts, posters, and recap carousels.
- Stories for live updates on event day.
- TikTok for fast paced clips and crowd highlights.

Numbers here are simple and flexible. They can be updated as the account continues to grow.

SERVICES

WHAT MDLSTK CAN DO FOR YOUR EVENT

MDLSTK can join as media partner or focused coverage support depending on the scale and needs of the event. The idea is simple: make the show visible before it starts and memorable after it ends.

CORE SERVICES

CONTENT FORMATS

- Concert and festival documentation in monochrome style.
- Social content for promotion and recap.
- Crowd and ambience capture that shows the mood of the night.
- Artist focused frames for stage presence and key moments.
- Poster and announcement posts for feed.
- Short reels and TikTok clips for fast reach.
- Photo sets and carousels after the event.
- Story packs for countdown and live updates.

Every event is different. Packages are used as a starting point and can be shaped to match the needs of the organizer, the budget, and the timeline.

PAST EVENTS

EVENTS MDLSTK HAS BEEN AROUND

MDLSTK has appeared around different shows with youth and music focused crowds. Below are some of the events that reflect the type of atmosphere and scale MDLSTK is familiar with.

Buzz Youth Fest 2023
Youth festival • Semarang

Large student crowd, mixed line up, and strong sing along moments. MDLSTK focused on crowd energy and main stage highlights.

SOD Volume 4
Music event • Semarang

Multi act show with different styles sharing one stage. Coverage emphasized variety in artists and audience reactions.

FISHIPORIA 2023
Campus event

Campus based concert with guests and student crowd. MDLSTK content extended the life of the event beyond campus walls.

MERONA 2023
Outdoor show • Yogyakarta

Outdoor music night with emotional crowd scenes. Visual focus stayed on contrast, faces, and shared moments.

High Bloom Hours 2023
Music & lifestyle event

Event that combined music and lifestyle elements. MDLSTK framed both stage presence and off stage details.

This list is not final and can be expanded with future collaborations.

VISUAL

MONOCHROME AND MINIMAL DIRECTION

MDLSTK carries a simple and recognizable visual direction. The base style is monochrome, with high contrast and room for grain, blur, and movement.

MOOD & DIRECTION

- Focus on atmosphere instead of technical perfection.
- Use of shadows, back lights, and silhouettes.
- Frames that feel like memory rather than staged scenes.

Replace the frames on this page with actual MDLSTK photos or screenshots from Instagram and TikTok.


Buzz Youth Fest — crowd highlight.


SOD Vol.4 — stage and lights.


High Bloom Hours — atmosphere and details.

Visual style and preview

WORKFLOW

HOW COLLABORATION TYPICALLY WORKS

SIMPLE WORKFLOW

- Brief from organizer with date, venue, concept, and target audience.
- Agreement on content focus and coverage scope.
- Pre event content for announcement and reminders.
- Presence during event for live stories and capture.
- Delivery of recap materials after the event.

EXAMPLE TIERS

Starter
Visibility focused
Posters, one feed post, and reminder stories.

Standard
Visibility with recap
Feed posts, stories, and one short recap clip.

Full session
Extended coverage
Multiple clips and photo sets for organizers and artists.

Exact structure, deliverables, and budget are decided per event. This page is a reference, not a fixed rule.

Workflow and example tiers

CONTACT

MEDIA PARTNERSHIP AND COLLABORATION

MDLSTK is open for collaboration with event organizers, campus communities, venues, and brands that live in the same world as live music. The goal is to support events with visual stories that feel honest, simple, and memorable.

Send a short event brief with date, venue, line up, and what you expect from media coverage. MDLSTK will reply with a simple idea for content

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and suggested way to collaborate.

How to start:
Share the event concept, date, venue, target audience, and what you need from media. MDLSTK will respond with options that fit the event and budget.

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