

Analisa penggunaan Guerilla Marketing di industri musik (studi kasus peluncuran album Reflektor oleh grup band Arcade Fire) = Analysis on the Guerilla marketing usage in the music industry case study the Launch of Reflektor album by Arcade Fire band

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Abstrak

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Industri musik saat ini sudah merambah ke ranah digital. Perilaku masyarakat terhadap musik pun berubah dimana mereka lebih memilih untuk mengakses musik secara digital daripada secara fisik. Kemudahan tersebut juga berdampak terhadap semakin ketatnya persaingan antar musisi yang membuat munculnya banyak pilihan musik. Dikarenakan hal tersebut, pemain dalam industri musik harus membuat dirinya menonjol diantara pemain lainnya agar dapat bertahan di industri ini. Salah satu caranya adalah dengan menggunakan guerilla marketing yang dapat menangkap perhatian orang-orang dengan memberikan efek surprise agar terjadi diffusion effect dan dengan biaya yang relatif rendah terutama dengan utilisasi media baru sebagai media alternatif. Penggunaan guerilla marketing merupakan hal yang tidak lazim di Industri musik, namun sebuah grup band yang berasal dari Montreal bernama Arcade Fire mencapai kesuksesan dalam penjualan album barunya, Reflektor, dengan menerapkan guerilla marketing untuk memasarkan album tersebut. Pihak Arcade Fire mengimplementasi penggunaan guerilla marketing tersebut berdasarkan model marketing A.I.D.A dan memanfaatkan media baru. Melalui hal ini, hasil akhir yang diharapkan adalah action dari masyarakat berupa pembelian album. Tulisan ini dibuat untuk menganalisa penggunaan guerilla marketing dengan menggunakan media baru di dalam industri musik;

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ABSTRACT
Nowadays, the music industry is venturing into the digital realm. People's behaviour towards music is changing whereas people nowadays prefer to access music digitally rather than physically. This convenience also resulted in the increasing competition among musicians who provide music options. Based on this, a music industry player must make himself stand out among other players in order to survive in this industry. One of the way is by using guerilla marketing to promote their music which be able to capture people's attention by surprising (surprise effect) them in order to create a diffusion effect at relatively at low cost, especially by the emergence of the new media as an alternative media. The usage of guerrilla marketing in the music industry is not a common thing, but Arcade Fire, a band from Montreal, achieved success by selling their newest album using guerrilla marketing. The implementation of this successful guerrilla marketing strategy is based on the AIDA marketing model and new media usage. Through this strategy, the expected result is action from the community in the form of purchasing the album. This paper is made to analyze the usage of guerilla marketing through new media in the music industry. Nowadays, the music industry is venturing into the digital realm. People's behaviour towards music is changing whereas people nowadays prefer to access music digitally rather than physically. This convenience also resulted in the increasing competition among musicians who provide music options. Based on this, a music industry player must make himself stand out among other players in order to survive in this industry. One of the way is by using guerilla marketing to promote their music which be able to

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