

Social media marketing sebagai strategi komunikasi band independen Indonesia : studi kasus peluncuran album City J milik Elephant Kind = Social media marketing as communication strategy of Indonesian independent band : study case launching album City J of Elephant Kind

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20446940&lokasi=lokal>

Abstrak

ABSTRAK

Termasuk sebagai band independen yang tidak memiliki dana yang banyak untuk kegiatan promosi seperti band major label, Elephant Kind sukses dalam menjual rilisan album City J dengan memanfaatkan media sosial sebagai sarana promosi. Memiliki target market generasi millennials, Elephant Kind berhasil membangun konten-konten yang engaging dengan para penggemarnya, dan bisa dikatakan berhasil menggunakan social media marketing secara efektif. Elephant Kind sukses dalam menerapkan model perilaku konsumen AISAS Awareness, Interest, Search, Action, Share kepada para penggemarnya, yang membuat Elephant Kind semakin dikenal dan diakui di skena musik independen di Indonesia Kata kunci: Elephant Kind; band independen; social media marketing; AISAS; millennials

ABSTRAK

Abstract As an indepenen music group that has a limited promotion budget, unlike the music group from major label, Elephant Kind successfully sold their album, City J, with using social media as their promotional tools. With millennials as their main target, Elephant Kind successfully build some engaging contents for their listeners, and they did an effective social media marketing. Elephant Kind also applied AISAS model Awareness, Interest, Search, Action, Share to their listener, in which made Elephant Kind increase their existence and recognition in Indonesia lsquo s independen music scene. Keywords Elephant Kind independen band social media marketing AISAS, millennials