

# Analisis Perilaku Konsumen Piringan Hitam (Vinyl Records) di Kalangan Dewasa Muda Menggunakan Pemetaan Persepsi (Perceptual Mapping) = Vinyl Records Consumer Behaviour Analysis Among Young Adult Using Perceptual Mapping

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Abstrak

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Penelitian ini menganalisis perilaku konsumen piringan hitam di kalangan dewasa muda untuk menyelesaikan permasalahan penurunan fenomena bangkitnya piringan hitam tersebut. Perilaku konsumen diketahui melalui tahapan pengambilan keputusan yang dilalui oleh pengguna piringan hitam baik sebelum pembelian dan sesudah penggunaan melalui perspektif periklanan dan pemasaran. Penelitian ini menggunakan pendekatan kualitatif melalui wawancara mendalam. Dari wawancara mendalam, ditemukan atribut rasional dan emosional dari penuturan informan yang dinilai mempengaruhi keputusan pembelian. Dua atribut rasional dan dua atribut emosional yang paling sering muncul ditarik dan dijadikan komponen sumbu X dan Y peta persepsi. Hasil dari pemetaan persepsi terdapat 4 kuadran profil konsumen piringan hitam yang memiliki gambaran karakter yang berbeda. Dari gambaran kelompok karakter konsumen tersebut kemudian akan menyesuaikan terhadap pendekatan komunikasinya melalui advertising hierarchy of effects model yang memudahkan pemasar dalam beriklan.

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**ABSTRACT**

This study analyzes the behavior of vinyl records consumers in young adults to solve the problem of decreasing the phenomenon of the rise of the vinyl records. Consumer behavior is known through the stages of decision making that are passed by users of vinyl records both before purchase and after use through an advertising and marketing perspective. This study uses a qualitative approach through in-depth interviews. From in-depth interviews, found the rational and emotional attributes of the informants' narratives that were considered to influence purchasing decisions. The two rational attributes and the two emotional attributes that appear most often are drawn and used as components of the X and Y axis of the perception map. The results of the perceptual mapping are 4 consumer profile quadrants that have different character descriptions. The description of the consumer character group will then adjust to its communication approach through the Advertising hierarchy of effects model that makes it easier for marketers to advertise.