

Analisis Strategi Marketing Mix (7Ps) pada Perilisan dan Penjualan Album Studio K-Pop melalui Media Sosial (Studi pada Album Studio Born Pink oleh Grup K-Pop BlackPink) = Analysis of Marketing Mix Strategies (7Ps) on the Release and Sales of K-Pop Studio Album through Social Media (A Case Study of Born Pink Studio Album by the K-Pop Group BlackPink)

Manuputty, Fionila Aliandra, author

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Abstrak

Grup K-Pop semakin menarik perhatian dunia dan berhasil memperoleh berbagai pencapaian internasional. Di balik kesuksesannya, industri ini membutuhkan penerapan strategi pemasaran yang tepat dan efektif, salah satunya marketing mix. Penelitian ini bertujuan untuk menganalisis strategi marketing mix 7Ps yang digunakan dalam perilisan dan penjualan album studio K-Pop melalui media sosial. Studi ini difokuskan pada album studio Born Pink oleh grup K-Pop BlackPink. Melalui pendekatan studi kasus, penelitian ini menyelidiki penggunaan elemen-elemen marketing mix 7Ps (product, price, place, promotion, people, process, physical evidence) untuk mempromosikan dan memasarkan album studio Born Pink melalui postingan di Instagram dan YouTube BlackPink. Data dikumpulkan untuk mendukung efektivitas analisis melalui tinjauan literatur dan observasi. Hasil analisis memberikan wawasan tentang strategi marketing mix 7Ps dalam industri K-Pop dan menunjukkan bahwa BlackPink memaksimalkan elemen promosi dalam pemasaran album studio Born Pink.

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The K-Pop group has been gaining global attention and achieving various international accomplishments. Behind its success, this industry requires proper and effective marketing strategies, one of which is the marketing mix. This research aims to analyze the 7Ps marketing mix strategies used in the release and sales of K-Pop studio albums through social media. The study focuses on the Born Pink studio album by the K-Pop group BlackPink. Through a case study approach, this research investigates the utilization of the 7Ps marketing mix elements (product, price, place, promotion, people, process, physical evidence) to promote and market the Born Pink studio album through Instagram and YouTube posts by BlackPink. Data was collected to support the effectiveness of the analysis through literature review and observation. The analysis results provide insights into the 7Ps marketing mix strategies in the K-Pop industry and demonstrate that BlackPink maximizes the promotion element in the marketing of Born Pink studio album.