ABSTRAK

Hardi Novian. 13321008. Strategi Komunikasi Pemasaran Terpadu Perusahaan Musik Dalam Mempertahankan Eksistensi di Era Konvergensi (Studi Kasus Pada FFWD Records dan Hema Records). Skripsi Sarjana. Program Studi Ilmu Komunikasi, Fakultas Psikologi dan Ilmu Sosial Budaya, Universitas Islam Indonesia, 2019.

Perkembangan bauran pemasaran dan promosi yang terjadi sejak era digital mulai berkembang secara luas di Indonesia. Ditandai dengan kemunculan iTunes hingga sekarang jasa pemutar lagu berbasis *streaming* hadir di Indonesia dengan nama Spotify, Joox, dll. Dalam penelitian ini peneliti mengangkat rumusan masalah yang nantinya akan mengharuskan peneliti untuk menganalisa strategi komunikasi yang seperti apa yang digunakan oleh perusahaan musik FFWD Records dan juga Hema Records untuk terus bertahan di era konvergensi, serta mengetahui faktor penghambat dan pendukung yang seperti apa yang nantinya akan peneliti analisa menggunakan analisis SWOT.

Peneliti menggunakan beberapa teori untuk membantu peneliti menjawab pertanyaan atas rumusan masalah yang ada. Teori yang digunakan peneliti seperti teori pemasaran, teori komunikasi pemasaran terpadu, dan teori pemasaran musik. Jenis penelitian yang peneliti gunakan dalam penelitian ini adalah kualitatif deskriptif. Peneliti akan melakukan tahapan penelitian seperti pengamatan, wawancara, dan pengumpulan data. Pengumpulan data seperti dokumen penting, dan arsip-arsip penting lainnya sangat dibutuhkan untuk memperkuat hasil akhir penelitian.

Hasil dari penelitian ini adalah, peneliti menemukan strategi komunikasi pemasaran yang dijalankan oleh kedua perusahaan musik yaitu FFWD Records dan Hema Records ditengah kerasnya arus media di era konvergensi. FFWD Records dan Hema Records menggunakan beberapa media berbasis *online* untuk menjadi bauran promosi mereka menjual rilisan fisik. Selain penggunaan media berbasis *online*, FFWD Records dan Hema Records menggunakan bauran promosi dalam bentuk *offline* seperti mengadakan *gigs* yang dikerjakan secara mandiri oleh FFWD Records, ataupun *show* & *tour* yang dilakukan oleh band – band dibawah naungan Hema Records. Kedua label rekaman *independent* ini memiliki kekuatan dan kelemahan yang berbeda.

Kata Kunci: *intergrated marketing communication,independent record label, online, offline, show, tour, merchandise, komunikasi pemasaran terpadu*

ABSTRACT

Hardi Novian. 13321008. INTERGRATED MARKETING COMMUNICATION STRATEGY OF MUSIC INDUSTRIES IN SURVIVING IN THE CONVERGENCE ERA (CASE STUDY ON FFWD RECORDS AND HEMA RECORDS), Skripsi Sarjana, Program Studi Ilmu Komunikasi, Fakultas Psikologi dan Ilmu Sosial Budaya, Universitas Islam Indonesia, 2019.

The music industry in Indonesia is a business that has major changes and also be one of the interesting research's object. The development of media in the era of convergence has made the Indonesian music industry becomes more competitive and develope, besides it those are such a problems of piracy that have become the major problems of music industries which have been developed in Indonesia since 1950.The development of mixing marketing has occurred since the digital era began to developing widely in Indonesia. Marked by the emergence of iTunes until today, the song player services that are based-streaming is now present in Indonesia with the name of Spotify, Joox, etc.

The objects of this research are two music companies in Indonesia, such as FFWD Records and Hema Records. The researcher took two different musical company objects as comparison, which later will expand the results of this reserach. The selection of FFWD Records was taken by considering that FFWD Records is the first independent label music in Indonesia, meanwhile, Hema Records was independent label that had been present recently in the music industry of Indonesia. Hema Record uses a method by continuing the physical releases in the form of CDs and tapes, although this label stands in the era of convergence where nowadays everything is become digital.

In this study the researchers raised the problem formulation which later will require researchers to analyze what communication strategies that were used by FFWD Records and Hema Records to survive in the era of convergence, as well as knowing what inhibiting and supporting factors that later will be analyze by using SWOT analysis. The type of research that used in this study was descriptive qualitative. The researcher will conduct a research's stages such as observations, interviews, and data collection. Data collection such as important documents, and other important archives is needed to strengthen the final results of the research.

***Keywords**: intergrated marketing communication,independent record label, online, offline, show, tour, merchandise, komunikasi pemasaran terpadu*