

ABSTRACT

Romansa Ke Masa Depan Album Integrated Marketing Communication (Study Case about Album Release by Bumi Entertainment)

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On November 14 2019, Glenn Fredly released his latest album entitled *Romansa Ke Masa Depan*. Based on data collected by researchers, the album managed to get the attention of the public with a high number of digital streaming and nominations for the AMI Awards. This study uses a qualitative research by conducting in-depth interviews using the case study method. Based on the results of interviews with the five informants, they concluded that integrated marketing communication is an approach that needs to be taken by management because of the digitalization that occurred and this album became the first album released by Glenn Fredly in digital format. The main message that is trying to be conveyed to the audience in the release of this album is implemented with a variety of media such as the album cover design, music videos, the narratives used in the album release, and various other messages that are displayed either implicitly or explicitly. In releasing this album, Bumi Entertainment as management and Musik Bagus as a label are well integrated by carrying out their respective functions in the album release as well as with external parties. The integration of platform and content helps management in running consumer IMC digitally. The Instagram platform is used to persuade the audience to then access the main content of the album contained on the digital streaming platform and Youtube channel.

Keywords: Album Release, Integrated Marketing Communication, Management.

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