

# Analisis Implementasi Transmedia Storytelling dalam Pemasaran Musik K-Pop: Studi pada Boy Group EXO = Transmedia Storytelling Implementation Analysis in K-Pop Music Marketing: A Study on Boy Group EXO

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## Abstrak

Transmedia storytelling sering digunakan sebagai strategi pemasaran musik yang efektif. Dalam konteks tersebut, salah satu grup musik asal Korea Selatan, EXO, menggunakan strategi tersebut untuk memasarkan karya-karyanya. Melalui penelitian ini, penulis bertujuan untuk mendeskripsikan dan menganalisis konten yang dihasilkan EXO, serta melihat sejauh mana EXO dapat mengimplementasikan prinsip-prinsip transmedia storytelling. Metode penelitian yang digunakan adalah desk research. Hasil penelitian menunjukkan bahwa EXO telah menerapkan konsep transmedia storytelling dalam pemasarannya secara tepat karena memenuhi keseluruhan prinsip dari transmedia storytelling.

.....Transmedia storytelling is often utilized as an effective marketing strategy for music. In this context, one of the South Korean music groups, EXO, employs this strategy to promote their works. The aim of this study is to describe and analyze the content produced by EXO, as well as to assess the extent to which EXO implements the principles of transmedia storytelling. The research methodology employed is desk research. The findings indicate that EXO has successfully implemented the concept of transmedia storytelling in their marketing efforts by adhering to the overall principles of transmedia storytelling.