

Transformasi Pemasaran Musik di Era Digital: Peran Content Marketing di Tiktok Pada Pemasaran Album 'Buzz' Oleh NIKI = Transformation Of Music Marketing In The Digital Era: The Role Of Content Marketing On Tiktok In The Marketing Of The 'Buzz' Album By NIKI

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920553430&lokasi=lokal>

Abstrak

Pemasaran musik di era digital telah mengalami transformasi yang cukup signifikan. Kehadiran media sosial Tiktok telah mengubah dinamika para musisi dan industri musik dalam menerapkan content marketing sebagai strategi komunikasi pemasaran musik. NIKI, penyanyi internasional asal Indonesia turut menggunakan Tiktok sebagai media pemasaran album musiknya berjudul Buzz melalui serial konten Bitz of Buzz. Penelitian ini bertujuan untuk mengeksplorasi transformasi musik di era digital dengan menganalisis strategi komunikasi pemasaran dalam penerapan content marketing oleh NIKI. Penelitian ini menggunakan metode analisis naratif dengan pendekatan kualitatif, penelitian ini menganalisis implementasi pemasaran album Buzz melalui serial konten Bitz of Buzz di Tiktok. Hasil penelitian menunjukkan bagaimana pemasaran musik di era digital mengalami transformasi melalui penerapan content marketing di Tiktok. Melalui serial konten tersebut, terdapat pendekatan utama dalam content marketing seperti relevansi, interaktivitas, narasi, dan konsistensi yang mendatangkan keterlibatan dan membangun kedekatan dengan khalayak.

.....Music marketing in the digital era has undergone quite a significant transformation. The presence of social media Tiktok has changed the role and dynamics of musicians and the music industry in implementing content marketing as a music marketing communication strategy. NIKI, an international singer from Indonesia, also uses Tiktok as a marketing medium for her music album entitled Buzz through the Bitz of Buzz content series. This study aims to explore the transformation of music in the digital era by analyzing the marketing communication strategy in the implementation of content marketing by NIKI. Using a narrative analysis method with a qualitative approach, this study analyzes the implementation of Buzz album marketing through the Bitz of Buzz content series on Tiktok. The results of the study show how music marketing in the digital era has undergone a transformation through the implementation of content marketing on Tiktok. Through the content series, there are main approaches in content marketing such as relevance, interactivity, narrative, and consistency that generate engagement and build closeness with the audience.