

ABSTRACT

The music industry in this digital era has changed since the massive use of online streaming services. This research discusses how Omah Record publishes indie music in the digital era by running programs and concepts from public relations strategies. This research aims to find out how the implementation of public relations strategies in the music industry, especially the indie music label Omah Record. Researchers used a qualitative method with a case study approach according to Ibrahim using qualitative methods carried out with real conditions according to those in the field by continuing to explore information to find answers to a problem. Through this method the data obtained is in the form of words and oral written by the researcher. 4 Communication Models and Public Relations Strategy Theory researchers use as the basis for researchers to conduct this research, besides that researchers also include innovation diffusion theory as the basis of this research. The findings obtained from the results of this research and interviews, there is a series of public relations strategies which are concepts from Cutlip, Center and Broom (1982), namely Defining the Problem, Planning and Programming, Taking Action and Communicating and the last is Evaluating the Program. Omah Record carries out this series of activities starting from reading trends in society to get opportunities, planning and selecting the media used for strategy implementation, executing strategies in digital media and conducting music releases in cafes, to conducting evaluations obtained from listener feedback from each series of music release publication activities carried out.

Keywords : Digital Media, Music Industry Publications, Public Relations Strategy