

ABSTRACT

The dynamics of business competition between existing companies have now entered the era of competition increasingly competitive, making a company cannot stand alone to survive. One of them did was to hold cooperation with other parties. As well as that done by Stranough who cooperate with Indonesian Guitar Community.

According Soehadi, cooperative relationship between the company and the consumer community there are two forms of the relationship between the company and the consumer community, namely asymmetrical and symmetrical. In the symmetrical relationship, there are two forms of relationship, namely partnership, supportive. While on an asymmetrical relationship, there are 3 forms of relations, namely the strong-weak, patron-client, and co-optation.

The objective of this research was to determine the form of symmetrical and asymmetrical relations of cooperation that exists among Stranough Indonesian Guitar Technology and Community, and to know what kind of relationship is supposed to do. This type of research used in this study is a qualitative research, using the techniques of data collection interviews and observation. Number of sources used were four speakers each two speakers from each party.

Form an asymmetrical relationship that exists between the two parties is strong-weak where Stranough as the IGC as weak and strong sides, and form co-optation because Stranough only considers the IGC as a promotional tool only and is imbalance.

In this relationship there is a problem of lack of trust, to create a sense of trust between the two parties, the two sides must balance the relationship strong-weak by offering something right is needed by both parties and co-optation by not underestimated the community and mutually fulfilling the rights of each and relationships that form a partnership with the holding of new products like house music and a membership card.

Keywords: consumer community, partnerships, companies.