

ABSTRACT

The title of this research is Communication Strategies Using Social Media as Promotional Media of The Indie Band Mustache and Beard. The purpose of this research is to determine the communication strategy of the indie band Mustache and Beard in doing promotion in social media, and to know what are the advantages and disadvantages of this communication strategy of Mustache and Beard band. This research used qualitative methods with descriptive study approach. Data collecting technique was done by doing online and offline interview and literature studies. Discussion was done through interviews with informants by the number of 6 (six) people which are 3 persons from the indie band Mustache and Beard and three (3) supporting informants which are music observer, social media observer, and an active social media user who also a fan of the indie band. The result showed that the communication strategy by the indie band Mustache and Beard using various social media such as Instagram, twitter, Soundcloud, and e-mail is considered able to change knowledge, attitude, and behavior of audiences towards songs and music created by Mustache and Beard.

Keywords : Communication Strategy, Social Media, Indie Band