

ABSTRACT

The right marketing strategy is important to support businesses to be able to compete with competitors, so it can increase sustainable competitive advantage and can satisfy the desires of consumers. Less realized Records label by the Indonesian community, a role in the spread of the distribution and marketing of an artist or talent to create a strategy that is different from other types of companies. Each has records of each marketing strategy to compete. It will generate confidence in purchasing products and fishing.

In this study, researchers saw an object of research on communication strategy undertaken by FFWD Records which is one of the pioneers of indie label in Bandung. The lack of an independent event in Bandung making FFWD Records must create an effective communication strategy and creative. An_Intimacy that their event is an event micro-gigs or can be used as a medium of small gigs mediating FFWD Records to do a particular communication strategy promotion. Titles that will be examined by the researchers is the analysis of marketing communications through Event Records Label (Case Study on Fast fowards Event Records via An_Intimacy).

This study uses qualitative case studies with interview techniques, so that more detailed and in-depth research about what will be examined. Researchers decided that the informant in this research is the director of FFWD Records, founder An_Intimacy, chief executive of An_Intimacy as a primary source and a secondary source to amplify the results researchers drew 18 end to be interviewed using techniques FGD were divided into 3 groups, each group comprising of 3 men and 3 women.

The results of this study indicate FFWD Records implement promotional strategies provide a rebate, then promsi product in the form of a band or a musician, they also apply in the event An_Intimacy labeling as the backdrop, posters and e-poster. Also dating a good response from visitors who pull researchers to be made in the interview FGD Indeed, most of them receive a message labeling is done and knowing their FFWD Records in An_Intiamcy event. FGD results, it can be said that the strategy of promotion by FFWD Records up to their target market.

