

## ABSTRACT

*In today day and age, music piracy is getting bigger and bigger in Indonesia. The growth of technology is just making music industry more suffered. But in music industry, there is one group that stood out because they have an unique marketing strategy. This research is made to know how big is the effect of marketing communication that JKT48 use to consumer buying decision at Bandung.*

*This research descriptive and causal. The sample is 120 people, analytic technic this research used is multiple linear regression, correlation coefficient, coefficient of determination and hypothesis test made by using SPSS version 21.*

*The result of this research is marketing communicating that include advertisement, personall seling, sales promotion, consumer relationship, direct marketing and event can simultaneously influence consumer buying decision. With the value of  $f_{\text{calculation}} (8,039) > f_{\text{table}} (2,29)$ . Partially direct marketing have the biggest effect with  $f_{\text{calculation}} (4,464) > f_{\text{table}} (1,661)$ .*

*In conclusion marketing communication that PT DIAMGI do received good reponse from the consumer, while advertisement is getting the least response from all the marketing communication's variabel studied.*

*Kata kunci: marketing, communication marketing, buying decisions*