

ABSTRACT

The use of social media as media promotion of making everybody can make the communication, interaction and connected in a community. Digital media are often used as a means or media to do a marketing strategy specifically to do the promotion. For example the marketing communication strategy in the digital media like Youtube, Facebook, Twitter, Instagram, and Soundcloud and currently the community has also been using a new medium called social media. One of them is utilized by Indie band. Indie band itself is not a genre of music, but rather a movement of music that is free and independent, not dependent of the same label or music etc. Indie bands tend to be created according to what they like and the genre they want.

This research uses a paradigm of Constructivism with the approach to the analysis of the case. Investigators want to analyze this through research about digital marketing strategy at indie band Rosemary in doing promotional activities on the internet. Data collection techniques used through interview, observation and documentation.

The results showed that Indie band Rosemary is one of the band engaged in online marketing using Facebook. In the results of the study revealed that indie band rosemary communication marketing using social media facebook very effectively and efficiently because of this besides saves time and costs in terms of promotion of the indie band. The era of globalization brings a positive influence to the development of the business.

Key words: analysis of the case, Facebook, digital marketing