

ABSTRACT

In Indonesia, musical performances or concerts are in demand by many people including young people. Many of the benefits that can be gained from watching a concert like getting new friends, gaining new experiences, can make the body re-energized, and can increase the satisfaction in life. There are many solo concerts held in Indonesia one of them is BTS concert The Wings Tour in Jakarta. The purpose of this study was to find out the factors that motivated fansclub A.R.M.Y to watch concert The Wings Tour in Jakarta and to find out the most dominant factor that motivates fans of A.R.M.Y fansclub to watch concert The Wings Tour in Jakarta.

This research is a descriptive research with quantitative method. The population used in this research is A.R.M.Y who live in Bandung who have watched the BTS concert. The sample used 100 respondents. The sampling technique used is non-probability sampling with incidental sampling type. Data collection conducted in this reasearch through primary and secondary data then processed using factor analysis method.

The results of this study are known to produce two factors that motivate fansclub A.R.M.Y watch concert The Wings Tour in Jakarta obtained through factor analysis. The first factor is fanaticism formed from the item physical attractive, enhancement status, physical skills, social interaction, concert - specific music, hero worship, uninhibited behavior, cultural exploration, and love of the music. The second factor is the new experience is formed from the item experience new, escape, and excitement. The most dominant item by the biggest value of factor loading that motivated fansclub A.R.M.Y watch concert The Wings Tour in Jakarta is social interaction.

Keywords : Concert, Factor Analysis, Motivation