

ABSTRACT

This event will be based on research by the existence of problems related promotional activities undertaken by the Rhym Band in digital media Bandcamp.com. This research aims to know the digital marketing factors Rhym Band on digital media Bandcamp.com and to find out the factors of digital marketing Bandcamp.com the most dominant Rhym Band. The research method used is the quantitative methods with types of descriptive research. The population in this research is the followers as listeners who never purchase products Rhym Band on Bandcamp.com digital media marketing, with the number of samples as many as 140 people. Taking the sampling done by the method of non-probability sampling are incidental sampling. Data analysis technique used is a factor analysis. The results of the research there were sixteen digital marketing factor Bandcamp.com used the Band to promote their products to Rhym, and eventually found one of the most dominant factor component i.e., Factors with Online Communications Loading of (0.825) given the naming of factor Connection with a value of contributions of 11.1125%, meaning that these factors as a whole can answer 11.1125% of research issues and can be said to be dominant. The rest of 88.8875% did not contribute significantly.

Keywords: *Bandcamp, Digital Marketing, Factor Analysis*