

ABSTRACT

Korean pop or it can be called K-Pop is a type of music that is very popular in South Korea. Indonesia is one of the market shares for the music industry in the world, but the music industry is now loved by teenagers and some people in Indonesia. Kpop music is now starting to be liked by many people in Indonesia, including its physical album. Access to k-pop physical albums is also encouraged by digital marketing services that support the interest in buying the album, from social media to website sites, with this digital service making it easy for consumers to buy K-Pop albums.

The purpose of this study was to determine the influence of digital marketing on fans' buying interest in Korean Pop albums. This type of research uses quantitative research. The population in this study is the K-Pop music fan community in Indonesia. The sample of this research is K-Pop fans in Bandung who have bought at least once K-Pop music and the total sample is 100 respondents. using sampling techniques with purposive sampling, the analysis technique used is simple linear regression analysis and t-test.

The results of this study are digital marketing has a significant positive effect on buying interest.

Keywords: Digital marketing, Purchase interest, K-Pop