

ABSTRACT

*This study motivated by the many independent musicians who are now producing, distributing, and promoting their work independently. One of them is Difkal Oyami or better known by his stage name Oyami. The promotions that Oyami has carried out in promoting his work have not been maximal and satisfying. The lack of interesting content and visuals presented makes the promotions carried out ineffective. Therefore, this design aims to produce a series of good and attractive promotions so as to increase public awareness of Oyami as a musician and increase the number of listeners to Oyami's works on digital music platform. This research was conducted using the method used was qualitative, namely by observing Oyami himself, distributing questionnaires to the target market, and interviewing people in related industries, as well as literature studies. Data analysis methods used are questionnaire data analysis, SWOT analysis, comparative matrix analysis, and AISAS. The results of this design are expected to produce a series of good and attractive promotions for the album *Bet On, Believe In* from Oyami so as to increase awareness and increase the number of listeners to Oyami's works on digital music platform in the future.*

Keywords : Design, Promotion, Music Albums, Independent Musicians, Music Industry.