

## **ABSTRACT**

*The creative economy sector in Indonesia consists of 16 sub-sectors, with the music sub-sector being one with high potential. However, the pop music genre appears to be the most preferred and readily accepted by the public. Unfortunately, most pop music genres in Indonesia are currently reported to have declined and even disappeared from the national music industry. However, there is one exception, the idol group JKT48, which has managed to survive and continue to develop. Idol groups are a term originating from Japanese culture, which is a medium for teenage girls to perform attractively within a certain age range. With JKT48 as the only existing idol group, it is hoped that the pop music sub-sector in Indonesia can continue to develop and maintain its existence amidst the increasingly competitive dynamics of the music industry. Gitroops is one of the fan bases (fanbase) of a member of the JKT48 idol group. The development of the Gitroops brand has been driven by more productive fanbase management and a rapid increase in the number of fans in the last 2 years. Gitroops plans to continuously increase merchandise sales, but the current variety of merchandise products offered is still limited, only in the form of stickers, keychains, lanyards, and t-shirts, and only during certain periods. In addition, Gitroops also faces competition with fan bases of other JKT48 members as competitors. To compete effectively, a company needs to consider how to differentiate the products or services offered from competitors. In addition, the company must also strive to understand consumer preferences for these products or services in order to attract consumer interest. In this study, the method used is conjoint analysis, which aims to identify the strongest product attributes according to consumer preferences. Through voice of customer data, several attributes considered important in the design were analyzed in this study, including models, motifs, colors, and materials. The analysis results show that the color attribute is the most important factor in consumers' purchasing decisions for Gitroops jacket products. The order of importance of other attributes is logo motif, fastening model, cuff model, name motif, and material. Based on consumer preferences, Gitroops can recommend jacket products with the following attributes and attribute levels: dominant blue color with a utility score of 0.442, logo motif on the front with a utility score of 0.128, zip fastening model with a utility score of 0.059, rib cuff model*

*with a utility score of 0.086, additional name motif with a utility score of 0.028, and taslan material with a utility score of 0.019. This recommendation is based on the highest utility score for each attribute, so that it can optimally meet consumer desires and needs.*

***Keywords – JKT48, Idol Group, Consumer Preferences, Conjoint Analysis, Jacket***