

Abstract

In the music industry there are several bodies involved, ie record companies, labels and publishers. Which plays an important role in the music industry is a label which has been classified into three types, namely major labels, mini-major labels and independent labels. Local independent industry lately has become a small industry that has been widely reckoned in the market, because it has its own market a solid and loyal, so it is with the local music industry independent or indie music. Performers include indie music labels did all of their music with their own businesses ranging from recording to marketing strategy so that their works can be enjoyed by people with planning a marketing strategy in the form of throwing the election and a new music product to the local-national music market.

With a background of indie labels and see the world of technology development in Indonesia, particularly the use of the internet then Black Cherry Band Website suggested as a final project title, this is also to help the management to do marketing by means of the website. The final project is implemented by using PHP as a scripting programming software used. For software which is used to make an appearance this website to make it look more attractive to use Macromedia Dreamweaver, Adobe Flash, Adobe Photoshop and some other software that supports. While database management software to use MySQL database.

This website is expected to help the problem of the management of Black Cherry Band in the promotion of the work - the work they have produced.

Keywords: Indie bands, websites, PHP.