

ABSTRACT

The growing music industry both in the world and in Indonesia is currently having a good impact from the previous music industry. The sale of official merchandise is one of the things where companies or musicians can benefit, but as time goes on, more and more new musicians and idols are formed, this can also influence consumers or fans to make their purchases, so to maintain and increase consumers or fans, this research is carried out to find out how the integrated marketing communications strategy influences the music industry on purchasing decisions for JKT48 merchandise.

The research method used is descriptive and uses quantitative methods. The data collection technique was used in the form of a questionnaire. The object of this research is JKT48 fans who are in the fanbase that has been formed by the fans themselves. The data obtained were 121 respondents and the results of this study were processed using SPSS Statistics 24 software.

The results of this study based on descriptive analysis for the Integrated Marketing Communications variable amounted to 78.94% in the good category while for the purchase decision variable it amounted to 80.91% in the very good category. Integrated Marketing Communications has a significantly positive effect of 45.5% on purchasing decisions. The remaining 54.5% is influenced by variables or other factors that have not been studied.

Keywords: Integrated Marketing Communications; Buying decision