5th International Conference on Research Methods in Management and Social Sciences ICRMMS-2016

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Bangkok, Thailand

"PETRE ANDREI" of IASI, Romania

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Proceedings

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Preface

Dear Distinguished Delegates and Guests,

Conference Committee warmly welcomes our distinguished delegates and guests to the 2016 International Conference on Research Methods in Management and Social Sciences (ICRMMS-2016) held on May 28-29 in Makassar, Indonesia.

ICRMMS-2016 is organized by International Foundation for Research and Development (IFRD). The conference is aimed at discussing with all of you the wide range of problems encountered in present and future issues in economies and Societies. ICMFE-2016 is organized in collaboration with STIM Lasharan Jaya Institute, Makassar, Indonesia, Yildirim Beyazit University, Turkey, Shinawatra International University, Thailand, PERTRE ANDERI of IASI, Romania and National Academy of Management, Ukraine where researchers from around the world presented their work. The conference committee is itself quite diverse and truly international, with membership around the world.

Main conference themes and tracks are Research Methods, Management and Social Sciences. Conference aims to bring together researchers, scientists, engineers and practitioners to exchange and share their experiences, new ideas and research results about all aspects of the main conference themes and tracks and discuss the practical challenges encountered and the solutions adopted. The main goal of the event is to provide a scientific forum for exchange of new ideas in a number of fields that interact in depth through discussions with their peers from around the world.

Conference has solicited and gathered technical research submission related to all aspects of major conference themes and tracks. All the submitted papers have been peer reviewed by the reviewers drawn from the scientific committee, external reviewers and editorial board depending on the subject matter of the paper. Reviewing and initial selection were undertaken electronically. After the rigorous peer-review process, the submitted papers were selected based on originality, significance, and clarity for the purpose of the conference. Conference program is extremely rich, featuring high-impact presentations. The high quality of the program guaranteed by the presence of an unparalleled number of internationally recognized top experts. Conference will therefore be a unique event, where attendees will be able to appreciate the latest results in their field of expertise, and to acquire additional knowledge in other fields. The program has been struttred to favor interactions among attendees coming from many diverse horizons, scientifically, geographically, from academia and from industry.

We would like to thank the program chairs, organization staff, and members of the program committee for their work. We are grateful to all those who have contributed to the success of ICRMMS-2016 especially our partners. We hope that all participants and other interested readers benefit scientifically from the proceedings and find it stimulating in the process. Finally, we would like to wish you success in your technical presentations and social networking.

We hope you have a unique, rewarding and enjoyable time at ICRMMS-2016 in Indonesia.

With our warmest regards,

Conference Committee
May 28–29, 2016
Makassar, Indonesia.

ICRMMS-2016

Conference Committee

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International Conference on Research Methods in Management & Social Sciences (ICRMMS-2016)

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**International Conference on Research Methods in Management &
Social Sciences (ICRMMS-2016)**

PAPERS

Fans vs Music Beneficiary at Music Industry in Indonesia in Seeing Through the Aspect Approach of Marketing Mix

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Abstract: This research aim to see influence and magnitude influences between dependent variable (Marketing Strategy) with his (her variable indicator be : *Advertising, Personal Selling, Public Relation, Direct Selling, Sales Promotion To Variable Independent (Loyalty Fans)* with his (her variable indicator be : *Cognitive, Affective, Konatif and The Action of Histories of Purchasing*. This research taking sample counted 250 Respondents by using method the retrieval of sample that is sampling random equipped with the data of demography is in the form of age, level of education, marriage and rate of return status . This research analysis be *regression method*. Result of this Research concluding that there is influences positively and significantly between Marketing Strategy To Loyalty Fans with level of significance (α) 0,00 (p), The Value of Cronbach Alpha 0.8 magnitude the acceptance of hypothesis (H_0) is equal to 65% and concluded that age category 25-30 years are fans are heavy certain artist, under 25 years are to enter in a music beneficiaries categories.

Keyword : *Marketing Mix, Loyalty, Consumer Behavior*

1. Introduction

Music at this the present have become the important portion in life of public in the many circle. Music do not know a regional boundary age, age, gender and race . Music can be enjoyed by no matter who. Music have many the different functions in human life especially in social aspect. Music was used to communicate between one individual with other individual. This thing really enable for people from the background of the different culture may each other communicating through a music. Music also can be created as container accomodating creativity. Creativity form a identity or character that making an audience to feel that music is that made by certain musicians differ with other musicians. Now industrial growth of fatherland music becoming move forward, this thing marked with more and more the the many of new band that popping out with the music style various. This condition triggering incidence of restlessness for band which in advance excise in the music industry indonesia. Competition that there between the band, do not only claiming the potency of which was owned by a band but also effective marketing strategy that used management that shading the band. It's wrong one step is that used in applying the effective marketing strategy is by increasing the quality and promotion with a purpose to obtaining the satisfaction of devotee. The satisfaction of direct fans without will affect its loyalty and will have an effect on also to the band existence. Hurriyati (2005 : 21) that It's wrong one strategy in a hope that a organization is able to competing is by giving the best service and build the image either in consumer eye and also public, because the service and image can affect the process of purchasing and loyalty of a product or service . In its attainment with aim to to increase a customer satisfaction. According To Barsky (1992) customer satisfactions are one of successes keys of a effort. Keep up fans what loyal shall get the most main preference than getting fans that new. This thing because of that to recruit or get fans new is not thing that easy and cost money what many, then is of very harm if management side release fans what loyal. Loyalty fans in this case gotten through a fasting creation fans itself to doer artist in the music industry, not only work that can be enjoyed but also from the angle of interaction between fans and its idol, where fans feel its hope fulfilled so that will lead to loyalty. However is a thing which need to be underlined that requiring to be there pendefenisian capable to mengklasifikan someone in a beneficiary and which category really fans. A fans closely with loyal attribute while beneficiary have the dynamic and easy trend change as according to desire.

2. Literature Review

This research focus at the usage of marketing concept in increasing a loyalty fans. The meant marketing concept to affirm that successfulness a management in realizing its purpose very affected by an its ability in a mengindetifikasi need and the desire of customers of its targets and give satisfaction is that expected in the more effective and efisien, and guarding customer loyalty. Done lle L. Tavel "*The impact of social medium on touring and live performance* .Result of the research indicate that tur and demonstrate directly are one of main promotions mediums in selling album and through a social medium become one of the

way to promote both the things the. Michael Margiotta that entitling *Influence of social medium on the management of music star image*. Result of this research indicating that the active act of social medium determine the successfulness of management in forming an image star, with way actively promote his(her artist through the social media vehicle. Rhenald Kasali elaborate marketing concept, the concept of promotion and parts of promotions what heavily used by organization. Inferential marketing concept that there are some things that must be fulfilled in the the happening of marketing process. Promotion is that meant by Rhenald Kasali is as part of publication continuation by persuading prospecting customer to know and take an interest in the product of which was marketed. The Next, Philip Kotler look into exchange to have important value in a marketing concept. This concept menitikberatkan in the happening a social process that used individual and also group in fulfilling its need.

Philip Kotler (2005:10) elaborate marketing concepts as social process either individual and also group get what they to require and want with creating, offer, and in free to exchange the valuable product and service with other party. Marketing refer to a social process that leaning at the fill of individual need and group by creating exchange of so that giving the maximum satisfaction. Walling (200 7: 23) define promotion as a communications informations of seller and buyer with aim to to change stand and behaviour buyers, that before did not know to becoming to knowing so that becoming buyer and remember the product. Equally, promotion is communication means and the submission of messages are that done either by the company and also intermediary with a purpose to giving information about product, price and place. That information have the character of to inform, persuade, remind back to consumer, intermediaries or the combination of both of it. Hasan, 2013:121). Customer loyalty was explained in three concepts, between its: 1) the concept of generic, brand loyalty show the trend of consumer to buy a certain brand with level of the high consistency, 2) concept of behavior, re-buying was attributed to brand loyalty (brand loyalty 3)the concept of re-buying, is the result of the company domination successfully make his(her product becoming the only the made available continuous alternative perform promotion to captivate customer. in the whole process fill of marketing strategy that want to be reached is an improvement of loyalty at consumer.

The the happening of brand loyalty to consumer was caused existence of satisfaction and dissatisfaction influence with the brand the accumulated continually beside existence of perception about the quality of product. Therefore, customer loyalty was defined as one who buy regularly and repeatedly, they(thems continually and with ulangkali to come ketempat the same to satisfy its desire by having a product or get a service and pay [for] the products. Determinant factors to customer loyalty, consist of: 1) *customer satisfaction*, customer satisfaction was considered as strong predictor to the faithfulness of customer is included positive recommendation and intention buy again, 2) *service quality*, quality increase the intention of customer to faithfull at company, 3) *brand image*, customer satisfaction increase the faithfulness of customer and voluntarily build a more positive company image, 4) *perceived value*, customer develop faithfulness to certain company when the customer felt that they receiving a more the very significant big value to compare to competitor, 5) *trust*, customer believing in perusahaan cenderung to buy product regularly or believe may directly lead to the more positive stand (customer satisfaction) later on affect intention to perform re-buying (the faithfulness of customer), 6) *customer relationships*, the perception of high customer to relationship can increase a stand loyalty, because the customer feel to treated fair at length of relationship and because that strengthen stand to company and are not affected to competitor excitement that possible with potency to satisfy, 7) *switching cost*, become self retainer or controller factor from transfer of product channel that can result customer to become a tifdak faithfull, 8) *dependability*, aim to create value superior for customer (Hasan, 2013:126-129). According To Kotler (2005:27) loyalties are magnitude of komsumsi and purchasings frequency are that performed by a consumer to a company and they successfully find that the quality of connectivity is that consisted of satisfaction, believe, and commitment have the positive relationship with loyalty. This thing indicating that brand loyalty mirror customer loyalty to certain brand.

The concept of fans (devotee) studied based on theory is that presented by Dennis McQuail in his(her book that entitling Mass Communication Theory. the meant devotees are a group of individual which always build as a potential rabidity. Thing this means that the group of devotee was seen as exssesive behavior to its idol. Devotee was understood as passive victim of the mass media. Mass media mengkontruksikan discourse to devotee and form theatre of mind their. This thing causing devotee cannot discriminate and create distance between themselves and object pleasure. The Most common stereotype for example is a group of hysterical girl and woman shout at their idols celebrities, the groups of devotees which in concurrence to compete adopt its idol style or group of devotee that is willing to do

any kind of for meeting idolanya. Fandom term as behavior of mass that showing relationship or its interrelationship with the product or performer through a medium. Main purpose with existence of fandom that is expected may support the power of product or equally extend product chain and maximize profit. Dennis Mcquail in his(her book also discuss about the fandom that is the best thought as something collective. By defining fandom is that attributed to medium in such a way that satisfy and link real distance that can be predicted between star and devotee . But, that also able to become experience that hurting where covering ekspektasi high and emotion that surprising able to make a penngemar with potency to get ejekan. Fandom also have side down from the affection object because devotee could be fickle. They also treat star as gossip object, jealous and do not like, often push his(her by other medium (McQuail, 2005:446). "

Group or community is a group of individual which usually have the same enthusiasm. A community is usually formed from the because having kebututah the same (and or not to) at a certain enthusiasm. A community is usually started with gathering his(her with. Initially with a few mans who acquainting, have enthusiasm to and then develop and its member with tambah. Didalam of the same community it is of course individual can share one another either that personal story or experience and it is of course there's still a lot left overs again that can in the life of virtual world itself. Groups communications include communications study to give information and affect decision for individual in increasing the desire of they become inner a group that having to love and the same purpose. Need with the will elicit sense of belonging of the members to its group. Henry Jenkins in Heartwood (2012) through its researches in journal that entitling Self Actualization Group of Devotee (*Fandom*) illustrate devotee as individual which doing a hunt of meaning to a cultural product where the understanding is a independence trials which involving intellectual and its emotion. Human have ambition to look for and mean cultures for the agenda of forming self identity and devotee are peoples which interesting of a cultural product in a hope that can have his(her fully then integrated its in daily life of they them.

Fans is a form of viewer which active in the usage of medium. While fandom is a social interaction, where mutual sharing taste, building social the identity, perform activity collectively. *Fandom was defined as world of devotee and devotee , especially science devotee, fiction, magazine and convention (The Concise Oxford Dictionary Of Current English). They do not only enjoying but commenting, voluntarily think, make innovation in their everyday-life.* Devotee was told very loyal to what they like if voluntarily participate to follow nor have product -product related to what they like. Devotee make own world to something what they admire, they interact, they show what they to know and have to indicate that them are a genuine devotee. Gary Becker, the winner of Nobel Ekonomi 1992, had triggered theory so-called rational acyesis .Characteristic from addictive thing in the theory is as follows: once we its consumptions, we will becoming want to his(her consumption again and again; with the running of time, we will be more lenient with that thing, for example sometime later we possibly will consider that thing as a fair thing for ourselves, although possibly others consider that as a illness; desire to get that thing sometime cause an us to sacrifice miscellaneous, even possibly until perform constantly unlucky conducts and mad; every time we try to stop to consume that thing, then will be there a period where there is desires to come back. In general marking that marking the characteristic of the devotee really addiction is: devotee was distinguished by a intellectual and emotional involvement intensity. Devotee do not simply reading, but also there is an ambitions always to like to know deeper. Most reading is a process which soliter, which was done personally, but also there is done in teaming. Readers create meaning to communicate with the other devotee (Heartwood, 2012).

3. Research Approachment

This research taking sample 140 mans with a age criterions 18 until 30 year ,Sampling and data collecting through an interview either directly and also via social medium (Facebook). Variable the research of marketing strategy which its variable covering :

1. advertising (Advertising) with his(her indicators as follows
 - Inform to consumer
 - Persuade Customer
 - Remind
2. direct selling (Personal Selling) with his(her indicators as follows
 - Prospect decide to perform purchasing
 - According to the target of target

- Offer the correct solution to problem of consumer
- 3. Sales Promotion (Sales Promotion) with his(her indicators as follows
 - Way Communicating
 - Incentives Promotion which be given
 - invitation
- 4. Public Relations (Public Relation) with his(her indicators as follows
 - Use many programs for promotion
 - Melindungi
- 5. Direct Marketing (Direct Marketing) with his(her indicators as follows
 - Non Public
 - Customized
 - Up
 - interactive

Its independent variable is Loyalty with a few his(her indicators that covering

1. It's cognitive with his (her indicators as follows :

- The Quality of Brand
- Superioritas brand

2. It's affective with his(her indicators as follows :

- Level Of Hobby
- Level of satisfaction
- Level of involvement

3. Konatif with his (her indicators as follows :

- The Commitment of Brand
- Want to Buy

4. Action with his(her indicators as follows :

- The History of Purchasing

operational Defenition is that used researcher in a research be:

1. Variable independent ,that is marketing strategy was interpreted as a form of planning of marketing is that used by a artist management is that addressed at the fill of long-range need is obtain or keep up the satisfaction of fans. This variable formulated through the concept of promotion that is as communication means and the submission of messages are in the form of inform, persuade or remind, which was formulated into five aspects that is advertising, personal sale, sales promotion, public relations and pemasran are direct, following breakdown of its:

- a. Advertising (advertising),are all the forms of presentations of nonpersonal, ideas promotions, goodses or service promotions is that performed by sponsor which be paid.
- b. Promosi),is a incentives variation short-range to stimulate purchasing or sale of a product or service .
- c. Relationship) ,is a effort (various) from the design of program to improve(repair, keep up, or protect company or image product.
- d. Selling) ,is oral presentation in a discussion with one or some potential buyers as a mean to perform sale.
- e. Marketing),communications directly which was used from the mail, telephone, fax, e-mail, or internet to get response directly from consumer clearly.

2. dependent variable ,that is loyalty fans was interpreted as a psychological condition that the related in the stand of fans devotee to product in this case work from artist itself, by showing existence of confidence, commitment and become the size of contiguity of fans devotee at the artist .This variable is measurable through four aspects, that is:

- a. Cognitive loyalty that is loyalty which is only based on the aspect of cognition only containing the information of brand is that.
- b. Loyalty
- c. Visible action loyalty of the commitment of re-buying is that addressed at one particular product in certain range regularly.

Data collecting equipment is in the form of quisioner and interview are then cooked into analysis tester equipment through the approach of linear doubled analytical method .skeletal Concept of this research are as follows :

This research hypothesis be :

H0 : There is a relationships of managements marketing strategies Band artist with a loyalty fans” .

3. Conclusion

Respondent is a Woman counted 125 man (50 %) and male 250 man (50 %). Status The Penikahan of the biggest respondent is which staying in status have not married that is 14 2 mans or 56 , 8 %, Marry but do not had a child counted 4 5 mans or 18 %, Marry and having a child of one 2 0 mans or 8 %, Marry and having a child of more than one counted 49 mans or 19 , 6 % and Widow Widower be 14 mans or 5,6 %. This thing indications that most reseponden are a they which do not married and do not had responsibility to own family. from the group with senior high school education that is 121 mans or 48,4 %, Diploma (I,II,III) counted 20 mans or 8 %, Bachelor counted 78 mans or 31,2 %, Magister 48 mans or 19,2 % and Doctoral be 3 man 1,2 %. This thing indications that respondent that having level of trend of decision making to loyalty fans are a they which having level of Education of Senior High School. the number of biggest respondent during the doing research observation is that joined at them who at spanning age between 18-22 years that is 80 mans or equal to 32 %, age 23 –27 years counted 159 mans or equal to 63,6 %, age 28 –32 8 mans that is 3,2 %, age 33 –37 years counted 11 mans or 4,4 %, age 38 – 42 year is not there or equal to 0 %.This thing indications that the biggest respondent is faction mature Age 23 2 –7 year. The result of testing of reability Koefisien Cronbach Alpha is $\alpha = 0.858$, this result it is of course be categorized to enter in a very high coefficient category.

For answer each is that given by a respondent is at the size of average of 3.00 (or stand Neutral Less). As For Indicators like Public Relation for variable Marketing Method (X) with the answer of average of 4.1 and Want to buy indicator for Loyalty Variable Fans (Y) with the answer of average of 3.9. This result giving image that in fact marketing method is still must in improving again. The result of observation the research of dominant field to get Fans' respondent is not absolute as fans maniac from artist itself. Most of respondent is really beneficiary music is just, the simple assumption of result of its observation is a band own artist be recognized very rare seen medium is and or covered in a medium, concert is that performed artist to was felt still felt less can be reached in the town in Indonesia. Only some people from the fans absolute that is fans maniac artist itself. The trend also really felt make impact in this research because of the research also take sample are a they with range Adolescent age and woman who where their income difficult to can reach the purchasing of album which its character original, in the region some regions in Indonesia womankind tend to not have freedom to interact outdoors in family time, then other solution out side of that which was released for the respondents are they only listening or seeing concert sample through a youtube or look at TV just and choice download song in Internet though that was known illegal.

They are a fans though really only limited to beneficiary music only, they also join in all the mediums accounts social but the role of them who were seen from the result of observation is limited to “ Silent Reader” just. Next observation get result that beneficiary music the only limited to selecting song based

on song which of course that moment again *Booming is just, or select to participate to song with the reason* "Most people also enjoy the song at that moment". From 250 the performed respondents to interview they to arise that method from Public Relation from Management marketing favourite artist they are the very good marked by Website them who in it some favourite artists they provide space to join to become a community fansclub and sell song via Online, reason as such the what then stimulate konatif loyalty them to intend to buy song from artist itself. Universally researcher try to do observation exhaustively to the behavior of loyalty fans by giving response to all bands or artist at industry music in Indonesia, his(her result also their average indication only limited to beneficiary music with many reasons that enough rational which for its bottomsides they also want to be grouped as fans though not fanatic. Above statement according to based on result of research that indicating that to consisted of 200 Mans so liking respondents to marketing method from the favourite band they(them .

Case Processing Summary Marketing Method

Case Processing Summary

Cases valid NPercentNPercentNPerce ntMetode_Pemasaran	Missing	total
200	80 % 50	20 % 250 100.0%

At own correlation test also show result that enough significant at this research. Correlation between indicators in average show the significant result (Score was told to enter the very high category if its value closing 1 with a signals (**)) be *Significant Level in 2 direction* ,and score were told to enter low category and not significant if it under 0). Own Correlation Test is a test which seeing how far from the measurement attribute each is accurate one another. The result indicate that 90% from the result of testing of individual involvement of variable is the very accurate and significant influential one another, influence from the at marketing method to loyalty fans in this case the very clear seen to having an effect on. Role of advertisement that are one of elements in this marketing method that becoming " Trigger" how band artist can be recognized by a the general public, beside marketing strategy what exact it is of course. The good marketing presently performed by an artist the doer of industry music in indonesia at Website his(her and medium social their as well as " Maintenance" the good in service activities (Public Relation) is the dominant reason why someone can becoming to liking then moved to become a fans. The result of interview observation fetch out that their favourite artist is so the very solid is seen only a few from the result of this research that finding that favourite artist they are not solid and often come up medium as shocker artist and full of problem , from the statement is that got existence of medium that covering favourite artist they never reported on disorder the happening internally in their own management ,the thing increasingly making the fans increasingly proud making favourite artist they are an idol.

Middle This nation music with trip going up and down a number of bands are that orbitted massly that then sink also massly. Observation at this research very interesting and it is of course challenge, consistency a Band & artist is hardly have an effect on to be able to still come forth middle excise attack various the candidate of new idol that popping out either the candidate of idol domestic and also foreign countries. Hereinafter is to to see regression influence at this research, and also Test Hypothesis if H_0 received or in the rejects or H_1 received or in the Reject. initial Hypothesis (H_0) is to express that there is an influences between marketing method to loyalty fans. Table below give explanation is in the form of number how the hypothesis test

**Tee significance test Test Regression Coefficient
Coefficientsa**

model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	.463	.468		.989	.325
	Loyalitas_fans	.888	.135	.552	6.559	.000a.

Dependent Variable: Metode_Pemasaran

The result of olahdata express that there there is the very significant influence between marketing method as dependent variable to Loyalitas Fans as Independent his(her variable is with level of significance is a P (Sig < 0.05). This thing proving that " Really there is the significant influence between Relation Between Marketing Method to Loyalitas Fans". Its solution logically can linguistic " the good Marketing Method in management a band, become main reason to be able to draw enthusiasm than someone what then in the end will elicit favourite and satisfaction for them, the things what then form stand of loyalty for its beneficiaries. The thing not quit of how the doer of managemen internally itself in memaintenance of the beneficiaries music. It's wrong one important annotation in this research are a Favourite Band & artist they were known as person what solid and come forth to fraternize, the good action mirror not only of the every work of they but that can be observed in the life of social from every its personnel, recognized solid, fraternize and come forth medium as *Public Figure not just presenting sensation, action and also news what negative also is assess to sell and the thing without directly affect positive in increasing Image from the artist iu itself eye social particularly eye of the fans its. The research of managemen this show and art giving big contribution to the development?expansion of service management management.*

Next is a hypothesis test through Tee test, from the result of olahdata was got rate of the positive that is 6.559, this thing indicating that fully initial hypothesis (H_0) be Received, own Tee Test if show positive carry it is of course is to to give image that the hypothesis in Receiving or with the language of H's symbol mathematics $0 > 0$, when the language use image of curve the kemencengan of data (*Skewness*) then kurvaya will incline kekanan. Image level of significance (P) or level of Signifikansi in the result of this research are 0.00 to Uji T with a value 6.559 can linguistic also that is " At Levels The Mistakes of Maximum Errors Margin 5% these, Hipotesis about Pengaruh Metode Pemasaran Terhadap Loyalitas Fans is fully received equal to 65.59% at level of reliability 95%, the rest that affecting Loyalitas Fans other than Metode Pemasaran is also are, but do not under study in this research. If it be pulled to use the language of statistic with its regression formula got its equation as follows :

$$\text{Loyalty Fans} = 0.448 (X) + 0.88 (Y)$$

Linguistic use the language of logic that is " If Marketing Method constantly within position *Constant around 48.8 % then will produce Loyalty Fans equal to 88%*. This thing it is of course give image that " If its Marketing Method improved equal to 1% (or one identity) concurrently also will be happened enhancer Loyalitas Fans Sebesar 1% (or one identity), so also on the contrary " Loyalty Fans will decrease if Kualitas and Its marketing strategy also decrease). Image of this research giving much new understanding especially for the doer of Industri Seni Musik in Indonesia that is Metode Pemasaran, Marketing Strategy really influential big to the formation of Stand of Loyalty Fans later, then not ayal for artist itself to the fore its in this case through the result of this research can strengthen again their marketing strategy do not only continue working however strategy introduce the their work must become main preference. The formation of character and *Image it may is touchable in extending again is the presented work for in online medium like Youtube became new the thing that proper also considered to the fore by seeing the aspect of market to the fore its, then strategy in placing the work of song become a Original Soundtrack a film can become the good selection it is of course to be able to increasingly recognized public wide and net more fans again. Existence a work forever will be required here.*

Other thing that requiring in the evaluation under consideration next is how frequency distribution of this research running, diagram below is Diagram The Kemencengan of Curve, show how big sharp-pointed the distribution of its research, This curve presenting curve *Platykurtik* or becoming sharp curve, this thing indicating that the *Penyebaran* of data of research run the very accurate, linguistic that increasingly sharp-pointed the curve then increasingly good the distribution of data of its research. The measurement of exploration of Loyalitas Fans also visible below, from the 140 reseponden which under study, around 100 mans or 71.4% are a Fans which loyal to band Gigi, the rest 40% is Fans not fanatic.

Case Processing Summary Loyalty Fans

Case Processing Summary

Cases valid NPercentNPer centNPercentLo yalitas_Fans	Missing	total
200	50	250
80 %	20 %	100.0%

Evaluation that can be created as component of reference for Manajemen artist is its difficulty fans they in direct access Idola their, some bands or artist in an industry music is very rare in with town circumference concert to as well as meeting fans, so that fans their only watching perform they through an access Youtube only. Difficulty especially find many *Merchandise for some bands artist is also felt, the thing was managed with only collecting Merchandise the patch up just. This thing it is of course become a polemic separate in management artist it is of course middle the hoisterous of action of piracy swimmingly song earn in Download in illegal in Internet becoming homework for some the doers of industry musics to be able to still work as maximum middle attack. One-sided existence Youtube also can increase an existence from artist itself, as well as becoming a new promotion equipment for the management the artist. The trend of mans now is to to enjoy youtube than listening radio.* Loyalty fans in this research also determined from the result of his(her observation that the *New Comer that becoming fans some singers artists because of them like with its song, or only liking wrongly one its personnel, or in perception those are them can become fans because of their friend also like their song especially the Fans teenager.*

So conclusion in this research as follows :

1. Marketing Method have an effect on positive and significant to Loyalty Fans
2. Test Hypothesis this research are fully received in a Probability level (α) 95%
3. Marketing Strategy managemen Band Gigi is the very good in memaintenance their work and memaintenance fans their.

Discussion For Future Research: For Researcher The Next factor other than Metode Pemasaran at solution be still being be felt important for under study again about variable what the next besides marketing method that affecting to loyalty fans.

Limitation: The the many of fans only at category the type of certain music, while for new comer artist faction with concept that new only having beneficiary music only

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