

## **ABSTRACT**

***Indie Band Personnel's Perception on The use of Social Media Soundcloud as  
Alternative Media in Promotion Band Activities  
(case study on Afternoon Talk, Police Militia, and Independent Kidz Band)***

**By**

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Indie Band is a group of independent music in which the group is creating and market his music independently without major label. Despite the shortage of funds for working independently, Indie Band still have to reach the audience / listener to enjoy their music. one of indie band's effort is to reach the audience / listener with limited funds is through SoundCloud media, this online media distribution of audio is able to reach the audience everywhere they are, and of course exactly as an alternative media for Indie band to promote their music. Afternoon Talk, Police Militia, and Independent Kidz are some bands that use SoundCloud as their alternative media in the promotion of the band. The purpose of this study is to determine the perception of Indie band on using SoundCloud media as an alternative media in promotion band activities, in addition to this study aims to know SoundCloud influence on popularity of Indie Band. This study uses a TAM theory where this theory dig about a user's perception of the ease and usefulness media. This research uses interview and observation techniques. Researcher conducted interviews with six informants from three different bands, namely Afternoon Talk, Police Militia, and Independent Kidz. Then the researcher also perform data collection and observation on Soundcloud account belonging to those three bands. The results showed that the informants feel the ease and usefulness sundcloud media and their popularity is increasing. This proves that the perceptions personnel Indie Band are positive, and SoundCloud also influential in the popularity of Indie Band.

Keywords : Indie Band, Soundcloud, Promotion Band, Alternative Media