

Maintaining Fan Loyalty in the Music Industry through a Cyber Marketing Strategy

Muchlis Abbas^a, Ibrahim^b, Taufik Thahir^b, Suriyanti Mangkona^c, Masyadi^a, Kasnaeny Karim^c

^a Universitas Lamappapoleonro

^b STIE YPUP

^c Universitas Muslim Indonesia

muchlisabs@gmail.com

ARTICLE INFO

Article history:

Received 12 June 2022

Revised 6 Nov 2022

Accepted 29 Dec 2022

Keywords:

Marketing Strategy, Loyalty,
Social Media

ABSTRACT

This study aimed to examine the effect of marketing methods on fan loyalty towards Gigi Band. The research hypothesis was fully accepted at a probability level of 95%, indicating that marketing methods have a positive and significant effect on fan loyalty. The study also found that Gigi Band's management marketing strategy is very effective in maintaining its work and retaining its fans. The recommendations for future research include exploring additional variables that may influence fan loyalty beyond marketing methods. Additionally, the study suggests that Gigi Band should continue to hold concerts and expand its songwriting segment to increase its recognition among a wider audience. Overall, this research provides valuable insights into the impact of marketing on fan loyalty in the music industry.

Copyright © 2022 International Journal of Artificial Intelligence Research.

All rights reserved.

I. Introduction

Music today has become an important part of people's lives in various circles. Music knows no boundaries of age, age, gender and race. Music can be enjoyed by anyone. Music has various different functions in human life, especially in the social aspect. Music is used to communicate between one individual and another. It is possible for people from different cultural backgrounds to communicate with each other through music. Music has many positive impacts on humans, including having psychological aspects to relieve stress, as a medium of therapy, and of course as entertainment. Music can also be used as a platform for creativity. Creativity forms an identity or characteristic that makes listeners feel that the music made by certain musicians is different from other musicians. Apart from being a place to appreciate one's creativity, music is also not only a hobby or passion, but music can also be used as a profession by the community (Morris et al., 2015). For example, as teachers, critics and actors or in everyday language often called artists.

Currently, the growth of the country's music industry is increasingly advanced, this is characterized by the increasing number of new bands with various musical styles. This condition triggers anxiety for bands that already exist in the Indonesian music industry (Ahlkvist & Fisher, 2000). The competition that exists among these bands not only demands the potential of the band but also an effective marketing strategy used by the management that houses the band. One of the steps used in implementing an effective marketing strategy is to improve quality and promotion with the aim of obtaining fan satisfaction. Fan satisfaction will indirectly affect their loyalty and will also affect the existence of the band. This is in line with what is stated by (Tanford & Jung, 2017) that one of the organization's strategies to be able to compete is to provide the best service and build a good image in the eyes of consumers and society, because service and image can affect the purchasing process and loyalty of a company. product or service. Therefore, service and image are important factors for the marketing success of an organization.

The existence of a band artist can be seen from the number of followers or fans. Fans or fans are a form of audience that is active in media use (Kirn, 2010). Fandom (fan kingdom) itself is a term for fans or fanbase as individuals or groups who devote part of their lives to following or admiring their idols, such as certain groups or teams, for example Gigi fans under the name Gigikita. Fandom can

also be applied to the addition of idol names, for example fans of the band Slank become Slankers or the Band Gigi band Gigikita. Fandom is a social interaction, where feelings are shared, social identities are built, and activities are performed collectively. Fandom is defined as the world of fans, especially fans of science, fiction, magazines and conventions (The Concise Oxford Dictionary of Current English). Fanbase members usually have several activities, such as gathering, holding charity events at certain times, for example on their idol's birthday, and holding small events related to their idol. The closeness of artists and fans is an inseparable force. Fans are the most important power base of an artist or band member. As explained earlier, the existence or existence of an artist on the entertainment stage is very dependent on his fans. The existence of fans will affect the market and industry. Therefore, fan management is very helpful for the survival of a band. This can be seen from the decline in CD album purchases by artists, where it is said that the decline in CD album purchases can have an impact on the existence of artists or musicians. In the digital world, all forms of technological development are the main focus in the entertainment industry. Of course, the purchase of products such as cassettes, CDs and vinyl records is rarely consumed by many people. According to the percentage data in 2012 shows that there has been a significant increase in the digital music industry by 9% which is predicted to shift away from physical music sales. This will certainly have new consequences for the stability of a band's label.

The ease with which people can connect directly and through the internet has shaped the existence of social media (Qadan & Jacob, 2022). Social media as a web-based feature that can form networks, and allows people to interact in a community. Through social media we can carry out various two-way activities in various forms of exchange, collaboration, and mutual acquaintance in written, visual, and audiovisual forms (Zhou et al., 2021). This is certainly supported by the development of information technology that is increasingly advanced, the existence of the internet which is not a foreign product in Indonesia has facilitated the delivery of media messages that provide up-to-date information and create new realities. Until now, information and communication technology continues to develop and makes everything instantaneous. Various social media that are widely used are Facebook, Twitter, Youtube, MySpace, Path, Instagram, and several other media (Kim & Lee, 2022). Data shows that Indonesia as a social network user is quite a lot. Internet users in Indonesia currently reach 63 million people. Of these, 95 percent use the internet to access social networks. The Director of International Information Services of the Directorate General of Public Information and Communication (IKP) shows data that the social networking sites most accessed by Indonesian users are Facebook and Twitter. India is ranked the 4th largest Facebook user after the USA, Brazil and India, and the 5th largest Twitter user in the world, after the USA, Brazil, Japan and the UK. This shows that in Indonesia itself most people use social networks to access various information needs.

A survey conducted by Indonesia Social Media Insight aimed to analyze the patterns of social media use by accounts originating from Indonesia and the extent to which their efforts are paying off (Robertson et al., 2020). The parameters used are the growth of Facebook Fans and Twitter Followers which is one of the basic parameters used to measure how "successful" an account is on social media. From the results of the analysis, it is known that Twitter is a medium that has succeeded in attracting more followers where the facts show that interaction patterns are more "human touch" and more up to date on Twitter than other social media. This is what makes fans more interested in connecting with their idols through Twitter, because the practicality of Twitter encourages idols to diligently update their activities through Twitter. Twitter as a medium that is very suitable for short text-based content makes busy users or fans prefer to monitor news updates via Twitter rather than monitoring their respective media sites one by one.

Of course, judging the performance of a social media account is not only by the number of fans and followers. However, the above parameters prove to be the most basic benchmark for industry players in social media. Based on initial interviews conducted with Indriana Fakhlerly as the coordinator of Gigikita Makassar region in 2010 to 2011, it was stated that one of the most widely used social media as a liaison between Gigikita and the Gigi Band was through Twitter social media. Through Twitter, Gigikita received information in the form of Gigi Band's performance schedule, album release time, the appearance of new singles, and in the form of quizzes that gave Gigikita Band merchandise prizes. In addition, through Twitter a good communication relationship is built between fans and artists, where Gigi Band continues to try to answer questions from its fans, namely Gigikita, not only through tweet posts but also through direct messages if it is more personalized. Gigikita also feels more comfortable by showing its consistency to keep up to date with Gigi Band information

through Twitter social media. This indirectly indicates that the existence of social media as a center for providing the latest information on artists to their fans will affect Gigikita's loyalty to the Gigi Band. (Syed Alwi & Dapur, 2014).

Based on existing facts, the development and competition of music and the birth of new bands in Indonesia are very competitive. Thus, every management must carry out a marketing strategy well in order to compete. The marketing concept emphasizes that the success of a management in realizing its goals is greatly influenced by its ability to identify the needs and desires of its target customers and provide expected satisfaction more effectively and efficiently, as well as maintaining customer loyalty (Tajuddin et al., 2015). Marketing is a fundamental and important factor in management to maintain its business activities on an ongoing basis. One of the activities that can support marketing success is the implementation of effective promotional activities. Promotion is defined as an information delivery activity from management to customers with the aim of influencing customer attitudes towards marketed products. Without promotion, the existence of the product will receive less attention or even make customers completely unaware of the product. (Qadan & Jacob, 2022) Customers who do not recognize a product will minimize or eliminate the possibility of customers being loyal or loyal. According to (Harutyunyan & Jiang, 2017) customer satisfaction is one of the keys to the success of a business. Business success is highly dependent on the satisfaction factor felt by consumers, especially for customers. No business or organization can be successful without building customer satisfaction and loyalty (Minnema et al., 2017).

In accordance with the explanation above, we will examine more deeply the marketing strategies used in an effort to maintain fan loyalty to their idols through Twitter social media. Loyal fans are the key to the success of an artist or musician. Maintaining loyal fans should get the most priority over getting new fans. This is because recruiting or getting new fans is not easy and requires a lot of money, so it is very detrimental if management releases loyal fans. Fan loyalty in this case Gigikita is obtained through Gigikita's satisfaction with the band Gigi, not only the work that can be enjoyed but also in terms of interaction between fans and their idols, where fans feel their expectations are met so this leads to loyalty. Based on the above background, a hypothesis can be formulated in this study, namely "There is a relationship between the marketing management strategy of the Gigi Band and the loyalty of Gigikita fans".

II. Methods

This research uses descriptive and verification analysis methods to interpret the data. The independent variable in this study is marketing strategy and the dependent variable is Gigikita fan loyalty. The population in this study were Gigikita fans throughout Indonesia. Sample determination using purposive sampling technique, namely sample selection based on characteristics determined by the researcher. The characteristics used are Gigikita fans who are officially registered, aged 18 to 30 years (adult characteristics), and have a collection of Gigi Band albums.

The selection of Band Gigi as a research subject is based on Spradley's criteria for selecting subjects, namely simple and only one social situation (simplicity), easy to enter (accessibility), no difficulty in conducting research (unobtrusiveness), easy to get permission (permissibility), and the activity occurs repeatedly (recurring activities). Based on the criteria mentioned above, the researcher chose Band Gigi with the consideration that the research setting included an easily accessible location, where the researcher obtained permission to collect data both through direct face-to-face and through social media, and easily obtained research permission from the Gigi Band management, namely Pos Entertainment. In addition, it was also easy for researchers to obtain information related to the band by accessing the band's official website through social media and researchers could easily connect with fans of the band because they were officially registered and had contacts that could be contacted such as email addresses or through other social media accounts. Participating subjects are subjects who have been long and intensively involved with the activity or field of activity being informed, but also take it seriously due to their long involvement with the environment or activity in question, such as watching concerts, owning merchandise. Gigi Band, or actively gathering with other Gigi Band fans. The main data collection tool used in this study was a questionnaire, while additional data was obtained from interviews both directly and through social media. The method of testing the two questionnaires used in this study is to use SPSS Amos with the Path Analysis Method and SEM (Structural Equation Modeling). The data analysis technique used in this research is Pearson

correlation analysis. The method used to test the validity of this research is the Pearson Product Moment Correlation method through the Microsoft Excel 2003 program. This method is used to measure the degree of relationship and contribution between two variables, namely the independent variable and the dependent variable on an ordinal scale. (Riduwan & Sunarto, 2007: 80). The Correlation Formula (r) used is:

$$r = \frac{N \left(\sum_{i=1}^N X_i Y_i \right) - \left(\sum_{i=1}^N X_i \right) \left(\sum_{i=1}^N Y_i \right)}{\sqrt{\left[N \sum_{i=1}^N X_i^2 - \left(\sum_{i=1}^N X_i \right)^2 \right] \left[N \sum_{i=1}^N Y_i^2 - \left(\sum_{i=1}^N Y_i \right)^2 \right]}}$$

Information:

- r = product moment correlation coefficient
- X = score of each question/item
- Y = total score
- N = number of respondents n

The Pearson Product Moment correlation is denoted by (r) provided that the value of r is not more than the price (-1 < r < +1). If the value of r = -1 means the correlation is perfectly negative; r = 0 means there is no correlation; and r = 1 means the correlation is strong. While the meaning of the price of r will be consulted with the table of interpretation of the value of r as follows:

Table 1: Interpretation of r values

Coefficient Interval	Level of Relationship
0,80 - 1,000	Very strong
0,60 - 0,799	Strong
0,40 - 0,599	Strong enough
0,20 - 0,399	Low
0,00 - 0,199	Very low

The results of the calculation of r above will be compared with r table which is a statistical r obtained from the attached Pearson Product Moment value table. If r count is greater than r table, it can be said to be valid. The way to find the reliability of all items is to correct the correlation number obtained using the formula:

$$r_{tot} = \frac{2 (r_{tt})}{1 + r_{tt}}$$

Information:

- r tot = overall item reliability
- r yy = first and second round reliability numbers

Variables Marketing Methods (X) consisting of 5 construct variables/indicators and Fans Loyalty (Y) consisting of 4 construct variables consisting of 8 research attributes in total, and 1 confounding variable (e14). The above conceptual framework was prepared using the SPSS Amos Version 18 analysis program. Presentation is done by compiling a frequency distribution table to determine whether the level of acquisition of the value (score) of the research variable falls into 5 categories, namely very good, good, sufficient, not good or very bad. Determining the frequency distribution table consisting of Classification, Frequency and Proportion of each frequency to the number of

respondents. Presentation of questionnaire data is displayed in tabular form. This structural equation model is used to determine the effect of Marketing variables (X) simultaneously or partially on Loyalty (Y).

III. Result and Discussion

1. Gender of Respondents

In a field of work, gender can often differentiate the activities carried out by individuals. Presentation of respondent data based on gender is as follows:

Table 2: Gender of Respondents

Gender	F	%
Men	52	37,1
Women	88	63,8
Total	140	100

Based on table 2, it can be seen that the majority of respondents are women, namely 88 people (63.8%) compared to men, namely only 52 people (37.1%). This is based on the observation of this study, the majority of respondents are women.

2. Marital Status of Respondents

Marital status in relation to individual behavior is related to the purchasing behavior they carry out and the responsibility of individuals towards their families in making decisions. Tabulation of the age of respondents can be seen as follows:

Table 3: Marital Status of Respondents

Marital status	F	%
Not married yet	132	94,3%
Married But No Children	5	3,6%
Married with One Child	2	1,4%
Married and have more than one child	1	0,7%
Widow	0	-
Total	140	100%

Based on table 3, it can be seen that for the status of the most respondents who are married as many as 132 people or 94.3%, Married but do not have children as many as 5 people or 3.6%, Married and have one child as many as 2 people or 1.4%, Married and have more than one child as many as 1 person or 0.7% and Widows / Widowers as much as 0%. This shows that most of the respondents are unmarried and have no responsibility for their own families.

3. Education of Respondents

Education is often seen as a condition that reflects a person's ability to make decisions about himself in his attitude and behavior towards the circumstances that occur around him. Presentation of respondent data based on education is as follows:

Table 4: Respondents' Education

Education	F	%
Senior high school	100	71,5
Diploma (I,II,III)	11	7,8
S1	28	20
S2	1	0,7%
S3	0	-

Education	F	%
Total	140	100%

Table 4 shows data that the highest number of respondents is from the high school education group, namely 100 people or 71.5%, Diploma (I,II,III) as many as 11 people or as much as 7.8%, S1 as many as 28 people or 20%, S2 as many as 1 person or 0.7% and S3 as much as 0%. This shows that respondents who have a level of decision-making tendency towards Gigikita fanclub loyalty are those who have a high school education level.

4. Income Level of Respondents

Education is often seen as a condition that reflects a person's ability to buy something. The presentation of respondent data based on education is as follows:

Table 5. Education Level of Respondents

Income Level (IDR)	F	%
< 1.000.000	71	50,7
1.100.000 - 2.000.000	51	36,4
2.100.000 - 3.000.000	10	7,2
3.100.000 - 4.000.000	6	4,3
Above 4.100.000	2	1,4
Total	140	100

Table 5 shows that the highest level of opinion of respondents is those whose income is < 1,000,000, namely 71 people or 50.7%, 1.1 million - 2 million as many as 51 people or 36.4%, 2.1 million - 3 million as many as 10 people or 7.2%, 3.1 million - 4 million as many as 6 people or 4.3% and those who earn 4.1 million and above as many as 2 people or 1.4%. Most respondents with income levels < 1,000,000.

5. Age of Respondents

Age in relation to individual behavior is related to the purchasing behavior he makes in making decisions. Tabulation of the age of respondents can be seen as follows:

Table 6. Age of Respondents

Age (Year)	F	%
18 – 22	80	57,2%
23–27	43	30,6%
28 – 32	8	5,7%
33–37	4	2,9%
38–42	5	3,6%
Total	140	100%

Table 6 shows data that the highest number of respondents during research observations who joined Gigikita Fansclub were those in the age range between 18-22 years, namely 80 people or 57.2%, 23-27 years, 43 people or 43%, 28-32 as many as 8 people which is 5.7%, 33-37 years as many as 4 people or as much as 2.9%, 38-42% as many as 5 people or as much as 3.6%. This shows that the majority of respondents are teenagers aged 18-22 years.

Research Discussion

This research was conducted by observing the research sample and the results obtained based on the results of data processing in the form of descriptive research analysis are as follows:

Table 7. Reliability Test

Alfa Cronbach	Cronbach's Alpha Based on Standardized Items	N of Item
.858	.860	13

From the table above, the Cronbach Alpha Coefficient reliability test result is $\alpha = 0.858$, this result is of course categorized as a very high coefficient. The Cronbach Alpha Coefficient test is 0.0 (Very Low Category) while the highest category is 0.8 - 1.00. The Cronbach alpha (α) Reliability Test itself is a variable measure based on research attributes whether it is accurate or not. Therefore, it is concluded that the Cronbach Alpha (α) Coefficient reliability test is in the Highly Accurate Category. Furthermore, to see how far the average answer from respondents based on the results of observations based on the Statistical Item table. The results are as follows:

Table 8. Statistical Test

Item statistics			
	Loading Factor	Std. Deviation	N
Iklan	3.6879	.52976	140
P.Jual	3.1786	.79836	140
Menjual. Pro	3.2379	.81765	140
Pub. Rel	4.1893	.74057	140
Dir. Menjual	3.5179	.79885	140
Kog. KM	3.5157	.47895	140
Kog. SM	3.3779	.59724	140
Afek. Menyukai	3.3707	.48198	140
Afek. Puas	3.6243	.59068	140
Afek. Libat	3.2850	.51158	140
Kon.KM	3.0929	.52856	140
Kon. NB	3.9371	.53366	140
Tind. Rp	3.2079	.57603	140

For each answer given by respondents, the average size is 3.00 (or moderate Neutral / Less). The indicators such as Public Relations for the Marketing Method variable (X) with an average answer of 4.1 and the Conative Purchase Intention indicator for the Fans Loyalty variable (Y) with an average answer of 3.9. These results illustrate that Band Gigi' marketing methods still need to be improved. The results of research observations in the field predominantly found that Gigikita Fans respondents were not absolute maniac fans of the Gigi Band itself. Most of the respondents are actually just connoisseurs of Band Gigi music, the simple assumption from their observation is that Band Gigi themselves are known to be very rarely seen in the media or covered by the media, concerts held by Band Gigi are still unaffordable in cities in Indonesia.

Only a few of the absolute fans are maniacal fans of the band itself. This tendency is also felt to be very influential in this study because this study took a dominant sample of those with the age range of teenagers and women whose income is in fact difficult to afford to buy original albums, so in addition to that, other solutions were issued to these respondents. just listening to or viewing Band Gigi concert recordings via youtube or downloading dentistry songs on the internet even though it is an unlawful act.

They are fans although actually just music lovers, they also join all social media accounts but their visible role from observation is limited to "Silent Readers". Subsequent observations found that music lovers are limited to choosing songs based on songs that are booming at the time, or choosing to participate in Gigi's songs on the grounds that most people enjoy the song at that time. Of the 140 respondents interviewed stated that the Public Relations Management Marketing method of Band Gigi is very good marked by their website which provides space to join the Gigikita community and sell songs via online, such reasons that then trigger their conative loyalty. . to intend to buy songs from Band Gigi.

Universally, researchers try to make in-depth observations of fan loyalty behavior by giving responses to all bands or artists in the music industry in Indonesia. as a fan even though not fanatical. The above statement is in accordance with the results of the study which show that there are 100 respondents who really like the marketing methods of the band Gigi.

Table 9. Summary of Marketing Method Case Processing

	Cases					
	Valid		Missing		Total	
	N	%	N	%	N	%
Method_Marketing	100	71,4%	40	28,6%	140	100,0%

The correlation test itself also showed significant results in this study. The correlation between the average indicators shows significant results (the score is said to be in a very high category if the value is close to 1 with a sign (**)) Significant Level in 2 directions, and the score is said to be in a low and insignificant category if it is below 0). The correlation test itself is a test that looks at the extent to which each measurement attribute is accurate with each other.

These results show that 90% of the results of the involvement test of each variable are very accurate and have a significant effect on each other, the effect of marketing methods on the loyalty of Gigi Band fans in this case is very clear. The role of advertising, which is one of the elements in this marketing method, is a "trigger" for how the Band Gigi band can be recognized by the wider community, in addition to an effective marketing strategy of course. The good marketing currently carried out by Gigi on its website and also good "Maintenance" in service (PR) are the dominant reasons why someone can be liked and then moved to become a fan.

The results of interview observations clearly show that Gigi Band looks very solid, the existence of the media has never reported internal chaos in the band, this makes Gigi fans even more proud to make Gigi Band an idol. Gigi bands are known as bands that have survived long enough in the Indonesian music scene from 1994 to the present, although in the midst of this nation's musical journey there appeared and sank a number of bands that orbited en masse and then sank en masse. The observations in this research are very interesting and certainly challenging, the consistency of a band is indeed very influential to be able to exist in the midst of the onslaught of various new idol candidates that have sprung up, both domestic and foreign idol candidates. Next is to look at the effect of regression on this study, and test the hypothesis whether H0 is accepted or rejected or H1 is accepted or rejected. The initial hypothesis (H0) states that there is an influence between marketing methods on fan loyalty. The table below provides a numerical explanation of how to test the hypothesis.

Table 11. Regression Coefficient Test T/Significance Test

Model		Non-standardized coefficient		Standardized Coefficient	T	Sig.
		B	std. Error	Beta		
1	(Konstan)	.463	.468		.989	.325
	Loyalty_Fans	.888	.135	.552	6.559	.000

A. Variabel Dependen: Method_Marketing

The results of data analysis state that there is a very significant influence between marketing methods as the dependent variable on Fan Loyalty as the Independent variable, with a significance level of $P < 0.05$ ($Sig < 0.05$). This proves that "There is indeed a significant influence between the Relationship between Marketing Methods and Fans Loyalty". The discussion can logically say "A good marketing method in managing a band is the main reason for being able to attract someone's

interest which in turn will cause a sense of like and satisfaction for them, this then forms an attitude of loyalty for the audience.

This is inseparable from how the internal management actors themselves in maintaining the music lovers of Band Gigi. One important note in this research is that Band Gigi is known as a solid and friendly band, this good performance is not only reflected in each of their works but can be observed in the social life of each of their personnel, known to be solid, friendly and appearing in the media as a public figure who does not only display sensations, actions or negative news is also a selling point and indirectly this has a positive impact in improving the image of Band Gigi in the eyes of the public, especially in the eyes of fans. This performance and arts management research makes a major contribution to the development of service management governance.

Furthermore, hypothesis testing is carried out through the T test, from the results of data processing a positive number of 6.559 is obtained, this indicates that the initial hypothesis (H_0) is fully accepted, the T test itself if it shows positive results is of course to provide an illustration that the hypothesis is accepted or with mathematical language denoted by $H_0 > 0$, if explained using a skewness curve, the curve will be tilted to the right.

The description of the level of significance ($P < 0.05$) or the level of significance of the results of this study is 0.00 on the T-test with a value of 6,559 which can also be discussed, namely "At the Maximum Margin Error Level of 5%, the Hypothesis regarding the Effect of Marketing Methods on Fan Loyalty is fully accepted at 65.59% at a confidence level of 95%, the rest that affects fan loyalty other than marketing methods also exists, but is not examined in this study. If drawn using statistical language with the regression formula, the following equation is obtained:

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

Discussed with logical language, namely "If the Marketing Method remains in a constant position around 48.8%, it will produce Fan Loyalty of 88%. This certainly illustrates that "If the Marketing Method is increased by 1% (or one unit), there will simultaneously be an increase in Fans Loyalty by 1% (or one unit), and vice versa" Fans Loyalty will decrease if the Quality and Marketing Strategy are also reduced).

The description of this research provides a lot of new understanding, especially for the Music Arts Industry in Indonesia, namely Marketing Methods, Marketing Strategy has a very big influence on the formation of Fan Loyalty later, so there is no doubt that the Gigi Band in the future. this through the results of this study can further strengthen their marketing strategy not only continues to work but the strategy of introducing their work must be a top priority. Character and Image can be touched more broadly in the form of works displayed for online media such as Youtube, which is a new thing that must also be considered in the future by looking at future market aspects, then the strategy of placing songs as Original Soundtrack for a movie can be the right choice. well of course to be more widely known in the community and attract more fans. The existence of a work will forever be needed here. Another thing that needs to be reviewed in the following discussion is how the frequency of the spread of this research takes place, the diagram below is the Curve Slope Diagram, showing how steep the spread of this research is, this curve displays a Platykurtic curve or a sharp curve, this indicates that the spread of research data is very accurate, it is said that the sharper the curve, the better the spread of research data.

The distribution of research data is highest at levels above 15 points, with a mean value of 7.29 and a standard deviation of 0.995. The curve above illustrates that $\mu = Md = M_0 = 0$, or the average value is equal to the middle value (Median) is equal to the Mode value is equal to Zero, meaning that all values to measure the center of the data are the same. An exploratory measurement of fan loyalty can also be seen below, of the 140 respondents studied, about 100 people or 71.4% are fans who are loyal to Gigi bands, the remaining 40% are fans who are not fanatical.

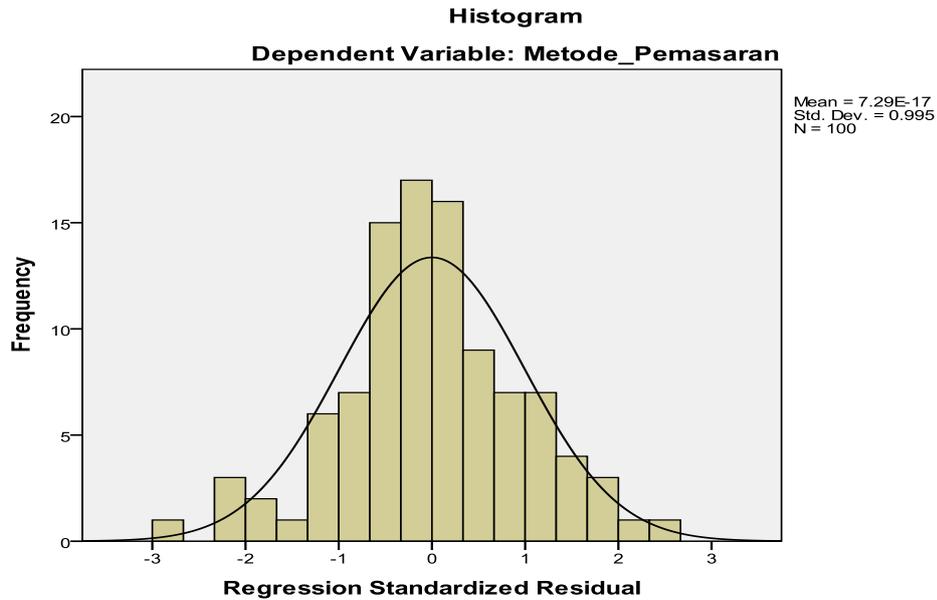


Figure 2. Data Slope Curve

Table 12. Summary of Fan Loyalty Case Processing

	Cases					
	Valid		Missing		Total	
	N	%	N	%	N	%
Loyalty_Fans	100	71,4%	40	28,6%	140	100,0%

An overview that can be used as reference material for Gigi Band Management is the difficulty of its fans in directly accessing their idols, Gigi Band very rarely holds concerts around the city and also fanmeeting, especially in the city where this research was held, namely Makassar, so that fans can only watch Gigi Band through Youtube access only. Difficulties, especially to find various Band Gigi Band Merchandise, are also felt to be difficult, especially in Makassar City (Research Location), this is dealt with by only collecting makeshift merchandise. This is of course a polemic in Bang Gigi's management, of course in the midst of rampant piracy, with the ease with which songs can be downloaded illegally on the Internet, this is the task of the Gigi band to be able to keep working as well as possible in the midst of the onslaught. Fan loyalty in this study is also determined from the observation that New Comers become Gigi fans because they like the songs, or just like one of the members, or from the perception that they can become fans because their friends also like Gigi songs, especially teenage fans.

IV. Conclusion

Based on the above discussion, it can be concluded that in the context of Agility Marketing, the dimensions of customer oriented responsiveness, high flexibility, human collaboration, and quick and continuous improvement are interrelated and influence each other to achieve better business goals. The customer oriented responsiveness dimension shows the importance of focusing on customers in every marketing step, from the use of integrated technology for inbound communication to corrective actions based on customer feedback received. This enables companies to understand and meet customer needs more effectively. The high flexibility dimension shows the importance of speed in adjusting marketing performance to changing market conditions. Companies must be able to take proactive measures to adapt marketing performance to new conditions, easily adjust marketing activities to new qualitative and quantitative business objectives, and align marketing staff to find alternative solutions that work for new conditions. The human collaboration dimension shows the

importance of collaboration and active participation of people in the marketing team. The team should be involved in defining the marketing performance roadmap and setting team-oriented qualitative and quantitative goals. Active participation of people in decision-making is also necessary to achieve better business goals. Finally, the quick and continuous improvement dimension shows the importance of proper qualitative and quantitative evaluation to improve marketing performance. Ad hoc tests and quick corrective actions are also required to improve performance and achieve better business goals. Agility Marketing can be an effective approach to improve marketing performance in fast-changing market conditions. In today's dynamic business environment, companies must be able to adapt quickly to stay relevant and keep up with market trends. Therefore, Agility Marketing should be a priority for companies that want to grow their business and win the competition in an increasingly fierce market.

References

- [1] Ahlkvist, JA, & Fisher, G. (2000). Dan hits terus berdatangan: Standarisasi pemrograman musik di radio komersial. *Puisi* , 27 (5), 301–325. [https://doi.org/https://doi.org/10.1016/S0304-422X\(00\)00007-3](https://doi.org/https://doi.org/10.1016/S0304-422X(00)00007-3)
- [2] Harutyunyan, M., & Jiang, B. (2017). Implikasi Strategis Menjaga Rahasia Nilai Produk dari Pelanggan Pesaing. *Jurnal Ritel* , 93 (3), 382–399. <https://doi.org/https://doi.org/10.1016/j.jretai.2017.06.002>
- [3] Kim, S., & Lee, H. (2022). Prediksi Churn Pelanggan dalam Influencer Commerce: Aplikasi Pohon Keputusan. *Ilmu Komputer Procedia* , 199 , 1332–1339. <https://doi.org/https://doi.org/10.1016/j.procs.2022.01.169>
- [4] Kirn, JR (2010). Hubungan neurogenesis dan pertumbuhan daerah otak dengan pembelajaran lagu. *Otak dan Bahasa* , 115 (1), 29–44. <https://doi.org/https://doi.org/10.1016/j.bandl.2009.09.006>
- [5] Minnema, A., Bijmolt, THA, & Non, MC (2017). Dampak program hadiah instan dan premi bonus pada perilaku pembelian konsumen. *International Journal of Research in Marketing* , 34 (1), 194–211. <https://doi.org/https://doi.org/10.1016/j.ijresmar.2016.08.001>
- [6] Morris, MC, Frodl, T., D'Souza, A., Fagan, AJ, & Ridgway, PF (2015). Penilaian Kompetensi Keterampilan Bedah Menggunakan Pencitraan Resonansi Magnetik Fungsional: Studi Kelayakan. *Jurnal Pendidikan Bedah* , 72 (2), 198–204. <https://doi.org/https://doi.org/10.1016/j.jsurg.2014.09.007>
- [7] Qadan, M., & Jacob, M. (2022). Premi nilai dan selera investor terhadap risiko. *Tinjauan Internasional Ekonomi & Keuangan* , 82 , 194–219. <https://doi.org/https://doi.org/10.1016/j.iref.2022.06.014>
- [8] Robertson, FC, Esene, IN, Koliass, AG, Khan, T., Rosseau, G., Gormley, WB, Park, KB, Broekman, MLD, Rosenfeld, J., Balak, N., Ammar, A., Tisel, M., Haglund, M., Smith, T., Mendez, I., Brennum, J., Honeybul, S., Matsumara, A., Muneza, S., ... Alelyani, F. (2020). Perspektif Global tentang Pengalihan Tugas dan Berbagi Tugas dalam Bedah Saraf. *Bedah Saraf Dunia: X* , 6 , 100060. <https://doi.org/https://doi.org/10.1016/j.wnsx.2019.100060>
- [9] Syed Alwi, SF, & Dapur, PJ (2014). Memproyeksikan citra merek perusahaan dan respons perilaku di sekolah bisnis: atribut merek kognitif atau afektif? *Jurnal Riset Bisnis* , 67 (11), 2324–2336. <https://doi.org/https://doi.org/10.1016/j.jbusres.2014.06.020>
- [10] Tajuddin, D., Ali, R., & Kamaruddin, BH (2015). Mengembangkan Model Krisis Talent Management untuk Kehidupan Berkualitas Pegawai Bank di Malaysia. *Procedia - Ilmu Sosial dan Perilaku* , 201 , 80–84. <https://doi.org/https://doi.org/10.1016/j.sbspro.2015.08.133>
- [11] Tanford, S., & Jung, S. (2017). Atribut dan persepsi festival: Sebuah meta-analisis hubungan dengan kepuasan dan loyalitas. *Manajemen Pariwisata* , 61 , 209–220. <https://doi.org/https://doi.org/10.1016/j.tourman.2017.02.005>
- [12] Zhou, S., Blazquez, M., McCormick, H., & Barnes, L. (2021). Bagaimana strategi naratif influencer media sosial bermanfaat dalam mengembangkan pemasaran influencer: Mengatasi masalah hambatan budaya, konten yang dikomersialkan, dan pengungkapan sponsor. *Jurnal Riset Bisnis* , 134 , 122–142. <https://doi.org/https://doi.org/10.1016/j.jbusres.2021.05.011>

- [13] Syahnur, M. H., & Bahari, A. F. (2023). Determinants of Neighborhood References, and Environmental Stimuli on Purchasing Decisions for Halal Products for Consumers. *Golden Ratio of Marketing and Applied Psychology of Business*, 3(1), 20-33.
- [14] Farida, I., & Ardiansyah, W. (2022). Technology Acceptance Model Factors: Implications on Digital-Wallet on Interest to Buy in Franchise Business. *Golden Ratio of Marketing and Applied Psychology of Business*, 2(2), 147-157.
- [15] Putra, A. H. P. K. (2022). Editorial Notes: Transformation Customers' Needs in The Aspect of Client Value in Industry 4.0. *Golden Ratio of Marketing and Applied Psychology of Business*, 2(1).
- [16] Hasanuddin, S. (2021). Analysis of Oil Palm Marketing Efficiency in Tommo District, Mamuju, Indonesia. *Golden Ratio of Marketing and Applied Psychology of Business*, 1(1), 01-13.
- [17] Ilyas, G. B., & Mustafa, H. (2022). Price, Promotion, and Supporting Facilities on Customer Satisfaction. *Golden Ratio of Marketing and Applied Psychology of Business*, 2(1), 01-11.

