

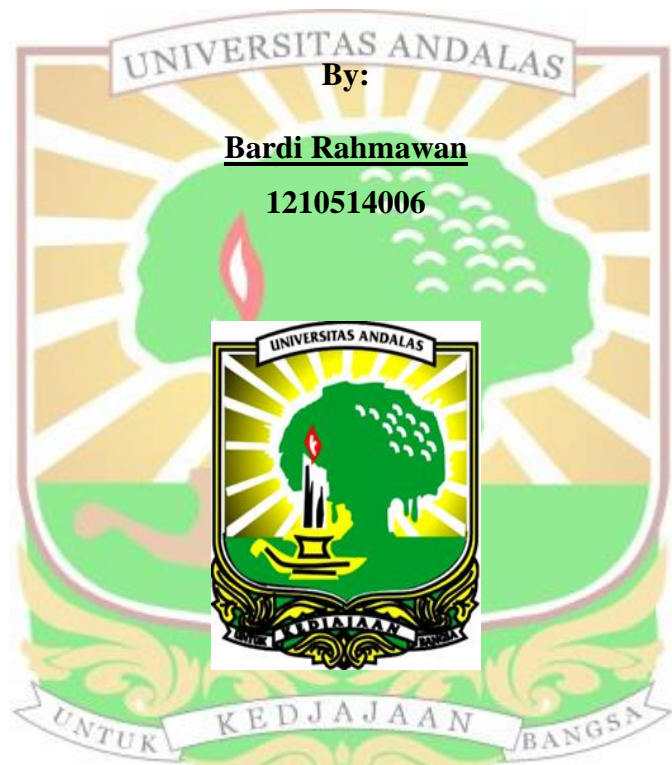
HEAVY METAL IN PADANG CITY: HOW TO PROMOTE?

THESIS

Prepared and submitted to fulfillment of the requirements to achieve the degree

of Bachelor of Economics in the Department of Economics

Faculty of Economics, Andalas University



Thesis Advicer:

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STUDY PROGRAM S-1 ECONOMICS

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Heavy Metal in Padang City: How to Promote?
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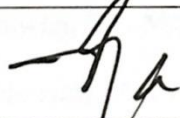

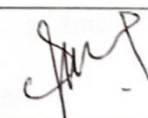
ABSTRACT

The activities of metal bands in the city of Padang in living their daily lives can't be separated from their efforts to be able to survive in one of the many musical genres that exist in this world, namely metal. Metal music has always been identified with the face of a frightening musician, the song is noisy, smells of worship towards demons, and the bad ones must be accepted by these "metal heads". However, that view is not entirely true, because what must be seen here is music as a place, where people who hear it can feel peace. In this paper, the writer will analyze whether playing metal music in Padang can be used as a business or not. To answer this question, the writer will interview some of the most influential groups in Padang about their marketing band. By gathering this information, we can compare and find out the strategies that they do with the SWOT analysis.

Keyword: Music, Promote, SWOT, Metal, Sub-culture

This thesis has been presented in the thesis examination and successfully passed the thesis examination on July 15th, 2019.

The abstract has been approved by the advisor and examiners:

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