

CHAPTER I

INTRODUCTION

1.1 Background of Study

In the year of 2019 might be the year for K-Pop for step up even more popular. Are you familiar with these names, BTS, EXO, IKON or BLACKPINK? These groups are only a few examples of the most successful K-Pop group in the music industry these days. Korean pop which commonly called as K-Pop is not a new phenomenon in the music industry. However, the fame of this topic is never faded over years. One of the K-Pop group, BTS is surprisingly become the most view music video on YouTube and it beat Taylor Swift. All of sudden, people from around the world are discovered this K-Pop boy group and it became the most trending topic on the internet. In 2012, Korean pop music was being raised up again by Psy's "Gangnam Style" (Billboard, 2018). His music was a supercharged beat paired with shockingly stylized visuals, and it cracked the U.S industry for becoming the first video to top a billion streams on YouTube.

In reality, the music industry cannot be separated with the customer because customer is the one that enjoyed the music. Managing customer relationship claimed to be one of the key business factors to success. Organization spends a lot of work to observe the potential factor to build this relationship. Some experts see this as the long-term investment to engage with the customer. Indeed, it is crucial to establish the relationship with customer.

Marketing manager cannot always be relying on customer but they have to strengthen the engagement with the brand. It starts with human brand, this is one of the issues that being talked a lot in marketing. Some expert argues that human brand can assure to force driving behind the demand for an entertainment product. How is that possible? People who idolize other human (e.g. artist, singer, public figures) usually will be willing to do anything related to that human's action. Therefore, human brand is proven to have a strong relationship with idol attachment. Theory of attachment itself was developed by Bowlby (1982), which is the intensity of an individual's target-specific that create an emotional bond. Hence, the idol attachment is defined as someone (e.g. idol worshiper) who has strong emotional bond with specific individual (e.g. celebrities).

Idol attachment is successfully proven to derive them into customer loyalty. As it discussed before, worshiper who have a strong attachment to the idol will be willing to imitate, follow, impersonate their idol and this behavior is called as loyalty. Customer loyalty toward the idol as the human brand shows the positive relation. However, in accordance with the title, the researcher developed it by adding variable such as brand advocacy. Customer who are already loyal to one specific brand will unconsciously spread a message about their feeling to the brand. The loyal customer will tell their friends about the positive experience that make them felt satisfied. This situation is known as word of mouth. For the advocacy itself, when a customer becomes connected to a brand, this connection can lead to advocacy for the brand where the customer spreads positive word-of-mouth about the brand over the internet (Anderson, 1998).

In the marketing context, Customer advocacy can be useful to boost the sale through the honest review from the customer. Other customer tends to trust the review from their friends or families that have ever experienced using the product or services. Associated with the music industry, customer advocacy is expected to increase the sale of album and also to attract people to stream their song. Marketing manager should see this as a good opportunity because of the Internet, people can easily share their opinion and easily affected by other.

The decision of focusing on K-Pop music industry is to know that the percentage of every country toward this industry could be different. In Indonesia, K-Pop industry is constantly rising and it can be seen from the number of K-Pop concerts held in this country. Besides, it can also be seen from the most stream artists in Indonesia includes K-Pop starts. This proven that K-Pop have a high popularity in Indonesia among other music varieties.

Furthermore, this research was conducted in Indonesia and the target is high school to undergraduate students. The age ranged 15-24 years old was based on the consideration that young adult was expected to be wise enough to make a decision. Unlike the previous research, the researcher expanded the framework by adding one variable which is customer advocacy. Then, the researcher distributed the questionnaire via online to reach the wide spread respondents.

1.2 Problem Formulation

In this research, the researcher decided research problems based on the research background. The research problem formulations are as follow:

1. Does the physical vanity trait have positive effect on idol attachment?
2. Does the achievement vanity trait have positive effect on idol attachment?
3. Does the variety seeking have negative effect on idol attachment?
4. Does the peer norm have positive effect on idol attachment?
5. Does the idol attachment have positive effect on customer loyalty in the future?
6. Does the relationship between idol attachment and customer loyalty produces customer advocacy?

1.3 Limitation of Research

This research has several limitations because of several considerations. The research limitations are as follow:

1. This research only focused on the K-Pop music industry, which in the future research should be considered all kind of variety of music genres.
2. This research was taken places in Indonesia but the distributing were not evenly distributed.

1.4 Research Objectives

It concludes that the objectives of this research are on the basis of the problem formulation above. The objectives of the research are as follow:

1. To clarify the relationship between physical vanity traits and idol attachment.
2. To clarify the relationship between achievement vanity traits and idol attachment.
3. To clarify the relationship between variety seeking and idol attachment.
4. To clarify the relationship between peer norm and idol attachment.
5. To clarify the relationship between idol attachment and customer loyalty.
6. To prove the relationship of idol attachment and customer loyalty that produces customer advocacy.

1.5 Benefits of Research

1.5.1 Theoretical Benefits

As for the benefits, this review is a process to fully understand the relationships marketing, idol attachment and customer advocacy. The findings revealed in this paper offer new perspectives for maximizing the customer advocacy through enhancement by utilizing the relationship of idol. Thus, this research can increase the awareness of gaining customer through customer advocacy for the long-term investment.

1.5.2 Practical Benefits

This research helps the talent manager to know the percentage of the most likeable K-Pop group in Indonesia. Thus, the data from this research can be useful for future prospect of music industry to make some strategies and take decision. In addition, this research hopefully can unfold the marketers view to the importance of the customer loyalty and advocacy.

1.6 Systematical Writing

In this research, there are five chapters as explained below:

Chapter I: INTRODUCTION

Chapter one explains about the background of the research and other parts such as the formulation of the problems of this research, the limitations of this research, the objectives of this research, the benefits of research both theoretical and practical, and systematic of the research. Each part is useful as the core of this research.

Chapter II: LITERATURE REVIEW

Chapter two presents the theoretical theory used as a basis of the research alongside with the hypothesis. The framework for this research is also set in this chapter.

Chapter III: RESEARCH METHOD

This chapter defines the two models used in this research. They are population and the sampling technique used in this research, the definition of each variable and the indicators used for each variable in this research.

Chapter IV: DATA ANALYSIS AND DISCUSSION

Chapter four provides data analysis and discussion of the results obtained using theoretical concepts for statistical calculations. Research interpretation is based on previously existing theories.

Chapter V: CONCLUSIONS AND RECOMMENDATIONS

The results of the analysis and calculation of data derived from the research are presented in this chapter. Furthermore, the limitations of the research that can be used to support future research are described in this chapter.