

FAN-DRIVEN MARKETING COMMUNICATION: IMPLEMENTATION OF THE SOSTAC® MODEL IN PROMOTING SALMA SALSABIL'S SONG "BUNGA HATI" BY SALMINE FANBASE

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Abstract

In today's digital landscape, fanbases play a crucial role in boosting their idols' popularity. This study examines the marketing communication strategies employed by the Salmine fan base to promote Salma Salsabil's song "Bunga Hati" on social media, utilizing the SOSTAC model. Using a qualitative approach, data were gathered through observation, interviews, and documentation, then analyzed using the Miles and Huberman technique. The results indicate that the song's promotional success was significantly influenced by the active participation of Salmine Creators and Salmastreams, two fanbase divisions responsible for content strategy and streaming optimization. The fanbase employed multiple strategies, such as creative content production, digital campaigns, and streaming optimization, to increase the song's exposure. Moreover, capitalizing on social media trends, collaborating with key opinion leaders, and implementing digital word-of-mouth strategies played a key role in amplifying its reach. With a well-structured promotional system, "Bunga Hati" successfully climbed music charts and received prestigious awards. These findings highlight that fanbase-driven marketing on social media is a powerful and effective strategy within the digital music industry.

Keywords: marketing communication strategy, fanbase, social media, SOSTAC®

1. INTRODUCTION

In the digital era, marketing communication strategies have undergone significant transformations, particularly within the music industry. Technological advancements have enabled musicians not only to promote their work but also to build closer relationships with their fans through more direct interactions. According to Utari (2024), social media platforms such as Instagram, Facebook, and Twitter allow musicians to engage directly with their audiences, share information, build active communities that support and disseminate their music, and expand their marketing reach through targeted advertising and viral content. This approach enables musicians to reach a broader audience without relying on conventional media.

Streaming platforms have become the primary channels for music distribution, replacing physical albums and traditional media outlets. This shift has expanded access to music, allowing artists to reach global audiences without the need for major label support (Marynin, 2024). Consistent with the findings of Nurfatoni and Subhan (2024), the use of multimedia content has further enhanced audience engagement, aligning with the ongoing digital trend that supports marketing effectiveness and business competitiveness. Community-based marketing strategies have also evolved, where fanbases are no longer passive supporters but active participants in promoting

their idols' works, creating trends that strengthen the artists' positions in an increasingly competitive industry.

In the contemporary music industry, fan communities play an increasingly strategic role in shaping the image and popularity of musicians (Batiste and McKinney, 2024). Through social media, fans can easily share information, create trends, and organize various digital campaigns to boost exposure for their idols' songs. Fan activities, ranging from creating innovative content and sharing song links across multiple platforms to coordinating collective actions that boost streaming numbers, are now recognized as vital components of modern marketing strategies in the music industry (Zhou, 2023).

The phenomenon of fanbase-driven marketing has grown rapidly in Indonesia, one notable example being the community of fans supporting Salma Salsabil, known as Salmine. As the winner of the 12th season of Indonesian Idol, Salma has successfully built a fanbase that is not only large but also highly loyal in supporting every stage of her career. This support extends beyond social media interactions or concert participation and plays a significant role in the marketing strategy of her released songs.

Based on preliminary observations conducted in November 2024, the Salmine fanbase consists of 60 regional groups across Indonesia and Malaysia, with 115,000 followers on Instagram, 25,900 on X, 37,200 on TikTok, 20,000 on Threads, and 16,500 listeners on the Stationhead platform. Additionally, a Telegram group managed by Salmine comprises 9,904 active members who use the platform for intensive communication, campaign organization, and coordination in supporting various activities of Salma Salsabil. One concrete example of Salmine's strength in supporting Salma's musical journey is the success of her second single, "Bunga Hati." The song not only received positive feedback from listeners but also climbed several popular music charts, reflecting the power of fan-based digital marketing in the current music landscape.

Figure 1. Summary of Achievements of the Song "Bunga Hati."



The image is a recap poster of Salma Salsabil's song "Bunga Hati," which summarizes the song's performance on various charts and platforms. Its main focus is to show that the song was not only released but also managed to break through many top rankings on streaming services and digital music platforms. Visually, posters are made with warm shades of colors and photos of artists as the center of attention to strengthen the branding.

In terms of digital platforms, this song has been recorded to have achieved high positions on Spotify, Apple Music, TikTok Music, iTunes, Shazam, and YouTube. Some of them even reached the #1 position, both on the daily and weekly charts. This signifies a very high level of streaming, search, and usage of songs. The song's entry into various major charts also shows that its performance is consistent, not just viral for a moment.

In addition to digital platforms, achievements on radio and social media are also highlighted. The song has been at #1 on various radio stations in many cities, which means that its reception is geographically wide. On TikTok, YouTube, and Instagram, the song is on the trending and top music lists, signaling strong public engagement. Overall, this poster wants to build a narrative that "Bunga Hati" is a song with a big impact, a cross-platform popularity, and commercial and exposure success.

Figure 2. Salma Salsabil's Victory and the Success of the Song "Bunga Hati" at the 2024 Anugerah Musik Indonesia (AMI) Awards.



Source: Official Fanbase Instagram Account @salmine.official, (2025)

Salma Salsabil made history by winning five prestigious awards for her song "Bunga Hati" at the 2024 Anugerah Musik Indonesia (AMI) Awards. She was named Best Female Pop Solo Artist, an achievement that solidified her position as one of the most influential young singers in the Indonesian music industry. The song also earned recognition for the creative team behind its production, winning awards for Best Pop Music Arranger and Best Record Producer, both presented to S/EEK, as well as Best Sound Production Team, awarded to Dimas Pradipta. Most notably, "Bunga Hati" was

crowned as the Best of the Best Production Work, establishing it as one of the most memorable and impactful songs of 2024.

These achievements mark a significant milestone in Salma's career and reflect the combination of artistic quality and strong support from her fan community. One of the key factors behind this success is the active contribution of her fanbase in strengthening Salma's presence in the Indonesian music scene. The Salmine fanbase has played a strategic role in expanding the exposure of "Bunga Hati" through independently managed social media activities and digital campaigns. Although fanbase phenomena have grown rapidly alongside digital media development, academic studies that specifically address marketing communication strategies carried out by fan communities remain limited. Most previous studies have focused on other stakeholders in the music industry, such as record labels and musicians.

For instance, research by Resmadi et al. (2020) examined the communication strategies of an independent music label in Jakarta called Sun Eater Records in promoting their artists in the digital era. Their findings showed that the label abandoned conventional marketing techniques and began developing a variety of audio and visual content series on Instagram and YouTube using storytelling techniques. Similarly, Sari and Aji (2025) investigated the marketing communication strategies of the koplo music group O.M. Adella, revealing how the group adapted to industry changes through collaborations with record labels to expand audience reach and strengthen their position in the digital market. Meanwhile, Fajriyanti et al. (2024) explored the promotional strategies used by musician Idgitaf and her management to popularize the song "Takut." Their findings emphasized that social media, especially TikTok, served as a highly effective promotional tool, provided that the strategy successfully created strong audience engagement.

The song "Bunga Hati" by Salma Salsabil was also the subject of research by Syafrida (2024), who analyzed its digital marketing strategy from a consumer psychology perspective. The study revealed that a psychological approach in digital marketing strategies could create deeper emotional experiences for listeners. The research concluded that integrating psychological elements into digital music marketing strategies is essential, paving the way for further studies that connect psychology and marketing within the entertainment industry.

However, while several studies have examined marketing strategies from the perspectives of record labels, musicians, and consumer psychology, the active contribution of fanbases in building artist and song exposure has not yet been thoroughly explored, either locally or internationally. In practice, fan communities play a crucial role in creating digital trends, managing streaming campaigns, and building audience engagement through social media. The existence of a strong and organized fanbase not only accelerates a song's popularity but can also determine a musician's success in the digital era.

By understanding the marketing communication patterns implemented by fan communities, the music industry can further optimize the interaction between artists and their fans, creating a more effective marketing ecosystem. Therefore, this study

aims to analyze the marketing communication strategies employed by the Salmine fanbase in promoting the song “Bunga Hati” in the digital era.

To provide a more systematic and structured analysis, this research adopts the SOSTAC® model, a marketing planning framework developed by PR Smith in 1990. SOSTAC® stands for Situation, Objectives, Strategy, Tactics, Action, and Control. By applying this model, the study not only contributes to the understanding of fan-based marketing communication in the music industry but also offers valuable insights for artists, record labels, management teams, and fan communities in developing more effective marketing strategies within the ever-evolving digital landscape.

2. METHODOLOGY

This study employs a qualitative method with a descriptive approach to analyze the marketing communication strategies implemented by the Salmine fanbase in promoting Salma Salsabil’s song “Bunga Hati” in the digital era. Referring to the work of Burhan Bungin (2007), qualitative research aims to describe and summarize various conditions, situations, or phenomena that occur in society, highlighting these realities as specific characteristics or representations. The selection of informants was carried out using purposive sampling, which was adjusted to the research objectives (Sugiyono, 2007). Data were collected through interviews with several informants, including the fanbase leader, four administrators, and five active members who possess an understanding of the marketing communication strategies being implemented.

To ensure the validity of the findings, this study also applied source triangulation techniques. According to Sugiyono (2017), triangulation aims to increase the credibility of the data by verifying information from multiple sources. By comparing data obtained from different parties, the researcher was able to obtain a more objective and comprehensive understanding of the marketing communication strategies carried out by the fanbase. All stages of the research were conducted online from November 1, 2024, to March 5, 2025.

Data analysis was performed using the method proposed by Miles and Huberman (1994), which consists of three stages: data reduction, data display, and conclusion drawing. Data reduction was conducted by filtering and categorizing information according to the research themes, which were then presented in the form of narratives or tables. The researcher subsequently concluded by interpreting the data based on the marketing communication model to understand how the strategies executed by the Salmine fanbase contributed to increasing the exposure of the song “Bunga Hati.”

In analyzing the marketing communication strategy of the Salmine fanbase, this study refers to the SOSTAC® model developed by Zook and Smith (2016). The model consists of six stages: Situation Analysis, Objectives, Strategy, Tactics, Action, and Control. This approach enables a systematic evaluation of how the fanbase manages

its marketing communication and implements strategies to enhance the exposure and popularity of “Bunga Hati” across various digital platforms.

3. FINDINGS AND DISCUSSION

The text in each section or subsection must begin one line after the title. Avoid using hard tabs. Use line breaks only at the end of a paragraph. Add as many sections and subsections as needed.

3.1 Situation Analysis

The situation analysis begins with the question “Where are we now?”, which refers to understanding the current condition experienced by the research subject. In this context, the research subject is Salmine fanbase that supports the promotion of Salma Salsabil’s song “Bunga Hati.” Released on November 17, 2023, the song was written by Clara Riva and published under Universal Music Indonesia label. It marks Salma’s second single following her victory in the 12th season of Indonesian Idol. “Bunga Hati” emerged amidst a musical trend dominated by melancholic ballads such as “Tak Segampang Itu” by Anggi Marito, “Sial” by Mahalini, “Tertawan Hati” by Awdella, “Jiwa yang Bersedih” by Ghea Indrawari, and “Tega” by Tiara Andini, which collectively ruled the digital music market at the end of 2023.

In this competitive environment, Salma took a bold step by releasing “Bunga Hati,” a mid- to up-tempo song that contrasted sharply with the prevailing ballad trend. This artistic choice highlights Salma’s courage to break away from market expectations and showcase her musical versatility. Such a decision aligns with previous research indicating that musical diversity continues to evolve over time. Some genres experience a rise in variation while others decline. The study further notes that artists who explore diverse musical genres can attract a broader audience and take advantage of emerging industry trends (Negro et al., 2022). Consequently, “Bunga Hati” not only represents a challenge to mainstream music preferences but also places significant responsibility on the Salmine fanbase to ensure that the song remains prominent amidst intense market competition.

Within this context, social media plays a crucial role in supporting music promotion. It not only enables two-way interaction between artists and fans but also strengthens emotional bonds within fan communities. A study by Mawardha and Purnamasari (2022) on the K-pop industry, particularly focusing on the BTS fanbase, found that social media possesses substantial power in promoting artists and fostering fan loyalty. These findings reinforce the notion that social media is essential for building emotional closeness between artists and their fans while also expanding audience reach.

Salmine fanbase is active across multiple social media platforms such as Instagram, Twitter (X), Threads, TikTok, and Stationhead, has amassed a significant number of followers and maintains a high level of engagement. Leveraging this influence, Salmine plays a strategic role in promoting “Bunga Hati” by employing various marketing communication strategies to enhance the song’s visibility. Despite

these opportunities, the digital music industry remains highly competitive, posing an ongoing challenge to maintaining the song's prominence. In response, amid the dominance of melancholic ballads, the Salmine fanbase must continuously adapt and innovate to ensure that its promotional strategies remain relevant to audience preferences. Research on audience behavior on social media suggests that participatory culture serves as a key factor. Fans actively create, organize, and share content, including producing fan videos and participating in mass streaming activities (Iskandar et al., 2024).

3.2 Objectives

The objectives stage begins with the question "Where are we going?", which describes the direction and desired outcomes of an activity. In this case, the strategic goals of the Salmine fanbase in promoting Salma Salsabil's song "Bunga Hati" focus on increasing the song's exposure in the digital music market and expanding its audience reach. To achieve these goals, Salmine established two main divisions: Salmine Creators, which initiates creative content production on social media, and Salmastreams, which focuses on digital streaming strategies.

One of the primary objectives is to increase the number of streams on digital streaming platforms such as Spotify, Apple Music, and YouTube Music. This is essential for boosting the song's visibility and improving its position on digital music charts. Platform algorithms play a key role by recommending music based on user preferences, which can significantly increase streaming numbers (Labarca, 2020). The Salmine fanbase actively encourages listeners to stream the song through initiatives such as streaming parties and collaborations with influencers and other fan communities.

The next objective is to broaden audience reach through social media engagement and participation, which are crucial for introducing Salma's music to a wider public. Platforms like TikTok, Instagram, and Twitter (X) enable two-way interaction between Salma and her fans, fostering a more personal connection (Wang et al., 2020). Additionally, Salmine aims to strengthen Salma's brand awareness as a talented musician following her Indonesian Idol victory. This strategy includes consistent promotion through creative content and social media challenges, leveraging the concept of the fan economy to enhance both visibility and the artist's economic value while giving fans an opportunity to participate more closely (Zhou, 2023).

Finally, Salmine seeks to optimize data-driven marketing strategies by conducting regular analyses of content performance. Collecting data related to audience behavior, content engagement, and streaming metrics helps assess the effectiveness of implemented strategies. Data analysis is critical for understanding how content resonates with audiences and influences their decisions, providing insights into the most effective content types so that marketers can adjust their strategies accordingly (Costa et al., 2021). With accurate data analysis, Salmine ensures that its marketing strategies remain relevant and effective in increasing the song's exposure.

3.3 Strategy

The strategy stage begins with the question “How do we get there?”, which refers to the steps designed to achieve the established objectives. In this context, the Salmine fanbase operates through two main divisions that support the promotion of Salma Salsabil’s song “Bunga Hati”: Salmine Creators and Salmastreams. Salmine Creators guides fanbase members in producing creative content and generating new trends on social media, particularly on TikTok. This division focuses on making “Bunga Hati” go viral through various initiatives such as challenges, creative videos, and other engaging content formats. One of the approaches used is trial and error to identify the most effective promotional methods. User interaction data on social media, including engagement and conversion rates, are essential for optimizing promotional effectiveness (Liu, 2024). By fostering fan creativity, Salmine Creators aims to generate new trends that can attract broader audiences and expand the song’s exposure.

Meanwhile, Salmastreams plays a key role in ensuring that “Bunga Hati” achieves optimal streaming performance on digital platforms, particularly Spotify and YouTube Music. This division focuses on increasing streaming numbers by educating fans about platform algorithms and how to maximize them. Salmastreams also develops a coordinated streaming system that encourages fans to stream simultaneously, which increases the likelihood of the song ranking higher on music charts. Through this method, Salmastreams helps strengthen the song’s visibility across digital platforms.

The collaboration between Salmine Creators and Salmastreams enables the fanbase to maximize the promotional potential of “Bunga Hati.” TikTok serves as the top-priority platform due to the strong correlation between a song’s virality on TikTok and its ranking on Spotify charts. The short-video format of TikTok allows songs to go viral quickly, creating massive exposure and encouraging users to seek out the full version on streaming platforms, which directly contributes to higher streaming numbers (Chen and Kim, 2022). The collaboration between these two divisions ensures more effective promotion, as both complement each other to expand the song’s reach and strengthen its position in the digital music market. Through this strategy, Salmine not only enhances the visibility of “Bunga Hati” but also builds long-term audience engagement. The synergy between social media trend creation and streaming optimization serves as a key factor in ensuring the song’s success across digital platforms. This collaboration also creates a sustainable promotional ecosystem in which the fanbase actively contributes to maximizing the song’s exposure through multiple channels, both on social media and streaming platforms.

3.4 Tactics

Tactics refer to the specific steps taken to implement a strategy. They involve the technical details of the activities carried out to achieve the intended objectives. With the establishment of Salmine Creators and Salmastreams, the fanbase can execute promotional activities in a more structured and effective way. The following

are several key tactics implemented to enhance the popularity of the song “Bunga Hati”:

1. Creating Interactive and Engaging Content (Salmine Creators)
 - a. Collaborative Content Creation (Ngobar/Ngonten Bareng): Encouraging fans to create short, creative TikTok videos using “Bunga Hati” as the background sound. The content includes CapCut templates, dance videos, song covers, a day in my life clips, and aesthetic visuals.
 - b. Content Creation Guidelines: Providing fanbase members with direction via social media regarding video style, challenge concepts, and ways to participate in viral trends.
 - c. Content Distribution: Uploading and resharing fan-generated content to expand participation and increase visibility.

Fans contribute to media and cultural industries by producing creative works that support and promote their idols, such as fan art, fan fiction, and fan videos. These materials often circulate widely across digital platforms, enhancing the visibility and popularity of the artists involved (Cheng, 2024). Through this approach, Salmine Creators not only generates creative content but also expands the exposure of “Bunga Hati” through active fan participation, strengthening emotional bonds with the artist and boosting social media virality.

2. Collaboration (Salmine Creators & Salmastreams)
 - a. Salmine Creators: Partnering with influencers and key opinion leaders (KOLs) to help promote “Bunga Hati,” especially on TikTok, by inviting them or general users to join trending campaigns such as song covers, dances, or CapCut challenges.
 - b. Salmastreams: Collaborating with other musicians such as Sheryl Sheinafia and with various local and international fanbases, including those of NCT Dream, Taeyeon, Aldi Taher, and UN1TY.
 - c. Both Salmastreams and Salmine Creators also receive support from unofficial fanbases such as Arek Salma and Salma Audio Music, which serve as channels for requesting radio plays online through Instagram and X.

Collaboration with social media influencers helps Salmine build public trust, a key factor in improving conversion rates and fan loyalty. This trust is built through authentic, relatable, and engaging content that resonates with target audiences (Kresna et al., 2024). In addition, the fanbase also receives external support in distributing “Bunga Hati” through radio networks, making it more accessible to a wider audience. Such collaborative networks allow stakeholders to share experiences, reduce costs, and develop more effective promotional solutions, ultimately supporting business and creative growth (Mattayang et al., 2024).

3. Utilizing Hashtags and Social Media Trends (Salmine Creators)

a. Using official hashtags such as #BungaHati, #BungaHatiSalmaSalsabil, #BungaHatiChallenge, and #SalmaSalsabil to increase visibility across social media. The study by Fikri et al. (2025) revealed that Salmine actively employed hashtags and identity campaigns to generate a high level of interaction, recording 10.2K talks, 980 unique talkers, 2.2 million views, 2 million reach, and 8.4 million impressions. Among these, the prominent hashtag #BungaHatiSalmaSalsabil emerged as one of the most frequently used, serving as a key element in orchestrating collective conversations and reinforcing the community's digital identity.

b. Adapting viral trends by aligning promotional campaigns with digital audience behaviors.

By using hashtags, Salmine can enhance engagement on social media in various local contexts. Hashtags function as tools for self-promotion, information discovery, and community building, which encourage participants to take part in campaigns such as challenges or streaming events (Lin et al., 2023). Furthermore, the fanbase adapts viral trends to make campaigns emotionally appealing and relatable to digital audiences. These elements strengthen brand image and increase fan engagement, ultimately contributing to the success of "Bunga Hati" promotions across digital platforms (Li et al., 2022).

4. Electronic Word-of-Mouth (e-WoM) Strategy (Salmine Creators & Salmastreams)

a. Salmine Creators: Encouraging fans to share the song through retweets, reposts, and stories on social media.

b. Salmastreams: Conducting daily streaming campaigns through the official Salmine Nasional Telegram group and the @salmastreams accounts on Instagram and X, along with providing streaming guidelines to optimize play counts on Spotify and YouTube.

Salmine fanbase's marketing communication strategy also stands out through its use of electronic word-of-mouth (e-WoM). According to William and Tjiptodjojo (2025), e-WoM significantly influences consumer purchase decisions by providing credible and persuasive information. In the case of Salmine, e-WoM plays a crucial role in encouraging fans to participate in promotional campaigns for "Bunga Hati." Fans actively share information about the song across social media and digital platforms, strengthening its credibility through peer recommendations.

5. Direct Interaction with Fanbase Members (Salmine Creators & Salmastreams)

a. Salmastreams: As the pioneer among local fanbases utilizing the Stationhead application, this subdivision organizes talk shows or "Ngobrol Bareng" sessions to increase engagement and streaming numbers for "Bunga Hati." These sessions often feature Salma Salsabil herself, who shares stories about her creative process, or invite KOLs to discuss music-related topics. With Stationhead's two-way interaction feature—similar to radio or X Spaces—fans can join live discussions while participating in mass-streaming sessions.

- b. Salmastreams & Salmine Creators: Appreciating active fans who promote the song by reposting their content on official Salmine accounts on Instagram, TikTok, and X.

Through social media, direct interactions between artists and fans foster parasocial relationships, allowing fans to feel emotionally closer to their idols, develop a sense of personal connection, and engage in supportive behaviors (Noviasyri, 2022). Moreover, social media also facilitates fan-to-fan interaction, as seen on Twitter (X), which serves as a platform for fans to exchange information and collaborate on fan projects, such as celebrating idol birthdays. These activities strengthen solidarity within the fan community (Nugraha and Komsiah, 2023).

3.5 Action

Action refers to determining who will carry out the tactics and when, including scheduling and task assignments. This stage involves allocating resources and implementing tactics in practice to ensure that each step of the strategy is executed on time and by the appropriate parties. To realize the planned strategies and tactics, the Salmine fanbase first developed a promotional content plan designed to ensure consistency and effectiveness in the marketing campaign. In the transition from traditional mass media to digital platforms, brands need to plan content that is not only informative but also entertaining and solution-oriented to attract the attention of digital audiences (Naufal et al., 2024).

Furthermore, fanbase administrators play an active role in managing and monitoring interactions on social media to enhance fan engagement. They take advantage of the participatory culture within fan communities, similar to that of EXO-L, where fans contribute through activities such as producing fan videos and participating in joint projects. Such active participation fosters a sense of belonging and loyalty among fans, strengthening their emotional connection with the artist (Murwani et al., 2023).

3.6 Control

Control involves the process of measurement and monitoring to ensure that the implemented tactics run according to plan and achieve the intended objectives. The evaluation of marketing communication effectiveness is carried out through the following methods:

- a. Analyzing social media engagement data, including the number of likes, shares, comments, and views on uploaded content.
- b. Monitoring the increase in song streams across digital streaming platforms based on analytical reports from Spotify, Apple Music, and YouTube.
- c. Assessing fan participation in challenges and other promotional activities by tracking the number of participants and the campaign's reach.
- d. Gathering feedback from the fanbase and the public through surveys, comments, and interactions on social media.
- e. Utilizing analytical tools such as Google Trends, Instagram Insights, TikTok Analytics, and Twitter Analytics to evaluate campaign performance.

The effectiveness of the strategy is routinely evaluated by monitoring social media engagement data, streaming statistics, and fan community responses. Technologies such as machine learning and real-time analytics enhance the ability to predict trends and outcomes, allowing for rapid and accurate strategy adjustments (Mulla, 2024). Through this data-driven approach, the Salmine fanbase effectively and adaptively promotes “Bunga Hati” within the competitive digital landscape.

4. CONCLUSION

Salmine fanbase, as the dedicated community of Salma Salsabil’s supporters, demonstrates that active fan engagement can be a key factor in the success of a song. Through innovative digital marketing strategies, fans not only act as passive supporters but also as the driving force behind the exposure and popularity of “Bunga Hati.” Findings from the application of the SOSTAC® model reveal that Salmine employs a structured promotional system with two key divisions: Salmine Creators, which focuses on trend creation through social media, and Salmastreams, which manages streaming enhancement strategies across digital platforms.

Various tactics such as viral content creation on TikTok, collaborations with influencers, hashtag optimization, and electronic word-of-mouth (e-WoM) were effectively implemented throughout the campaign. The success of “Bunga Hati” is evident from its chart performance on Spotify and from Salma Salsabil’s recognition at the 2024 AMI Awards. Additionally, the fanbase coordinated streaming campaigns via Telegram groups and social media accounts to ensure the song achieved extensive visibility across multiple platforms. Data-driven evaluations using tools such as Google Trends, Spotify Analytics, and TikTok Analytics allowed for continuous adjustments to align with audience trends.

Although fanbase-driven marketing phenomena have rapidly evolved in the digital era, studies examining the communication strategies of fan communities remain limited. Most prior research has focused on the roles of musicians and record labels in digital promotion, while the active contributions of fanbases in shaping artist and song exposure have yet to be thoroughly explored, both locally and internationally. Therefore, future studies could expand their scope by analyzing other fanbases, both local and global, and by employing quantitative methods to measure the actual impact of fan-driven marketing communication strategies on song performance across digital platforms. By addressing these aspects, future research can enrich the understanding of community-based marketing communication dynamics and provide valuable insights for artists, music management teams, and fan communities in designing more effective and sustainable communication strategies in the digital era.

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