

**Strategi Bisnis KQ Entertainment Dalam Memasarkan Boy  
Group Ateez di Amerika Serikat Tahun 2019-2022**

**SKRIPSI**

**Diajukan Kepada Universitas Islam Negeri Sunan Ampel Surabaya  
Untuk Memenuhi Salah Satu Persyaratan Memperoleh Gelar Sarjana  
Ilmu Sosial (S.Sos.) dalam Bidang Hubungan Internasional**



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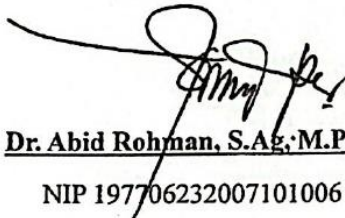
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## ABSTRACT

**Mulyasang Nur Maheswari, 2023.** *KQ Entertainment's Strategy in Marketing the Boy Group Ateez in the United States 2019-2022. Thesis Program of International Relations, Faculty of Social and Political Sciences, Sunan Ampel State Islamic University, Surabaya.*

*KQ Entertainment is a multinational company engaged in the entertainment industry in South Korea which was formed by Kim Gyu-wook in 2016. KQ Entertainment products can enter and compete in the United States music market, through the boy group created by KQ Entertainment namely Ateez. This study aims to describe the strategy used by KQ Entertainment in marketing the boy group Ateez in the United States in 2019-2022. The concept used by researchers in this study is the 7p marketing mix introduced by Kotler and Keller. Researchers used descriptive qualitative methods in their research. The types of data that the researchers used were primary and secondary, the primary data the researchers obtained by conducting interviews with informants, namely consumers from KQ Entertainment in the United States, while secondary data was obtained through literature and internet studies. The results of this study indicate that KQ Entertainment has applied the 7p marketing mix in its marketing such as (product) in releasing music for the boy group Ateez and Concerts, (price) in setting market prices, (promotion) in song lyrics, TV Shows, technology up to date, in collaboration with Sony Music Entertainment, fundraising, (Place) where the distribution took place and where the concert was held, (people) involved in the product manufacturing process, physical evidence (physical evidence) of product differences between the United States and South Korea and (process) the process through distribution through digital and physical distribution channels.*

**Keywords :** *KQ Entertainment, Ateez, Marketing Mix 7p, United States.*

## ABSTRAK

**Mulyasang Nur Maheswari, 2023.** Strategi KQ Entertainment Dalam Memasarkan Boy Group Ateez di Amerika Serikat Tahun 2019-2022. Skripsi Program Studi Hubungan Internasional Fakultas Ilmu Sosial dan Ilmu Politik Universitas Islam Negeri Sunan Ampel Surabaya.

KQ Entertainment sebuah perusahaan multinasional yang bergerak di bidang industri hiburan di Korea Selatan yang di bentuk oleh Kim Gyu-wook pada tahun 2016. Produk KQ Entertainment dapat masuk dan dapat bersaing di pasar musik Amerika Serikat, melalui boy group hasil ciptaan KQ Entertainment yakni Ateez. Penelitian ini memiliki tujuan untuk mendeskripsikan strategi yang digunakan oleh KQ Entertainment dalam memasarkan boy group Ateez di Amerika Serikat pada tahun 2019-2022. Konsep yang digunakan peneliti dalam penelitian ini adalah *Marketing Mix 7p* yang dikenalkan oleh Kotler dan Keller. Peneliti menggunakan metode kualitatif deskriptif dalam penelitiannya. Jenis data yang peneliti gunakan adalah primer dan sekunder, data primer peneliti didapatkan dengan melangsungkan kegiatan wawancara terhadap narasumber yakni konsumen dari KQ Entertainment yang berada di Amerika Serikat, sementara untuk data sekunder didapatkan melalui studi literatur dan internet. Hasil dari penelitian ini menunjukkan bahwasanya KQ Entertainment telah mengaplikasikan *Marketing Mix 7p* dalam pemasarannya seperti *product* (produk) dalam merilis musik boy group Ateez dan Konser, *price* (harga) dalam penetapan harga pasar, *promotion* (promosi) dalam lirik lagu, Pertunjukan TV, teknologi terkini, bekerjasama dengan Sony Music Entertainment, penggalangan dana, *place* (tempat) tempat distribusi berlangsung dan lokasi konser dilaksanakan, *people* (orang) orang-orang yang terlibat di dalam proses pembuatan produk, *physical evidence* (bukti fisik) perbedaan produk antara Amerika Serikat dengan Korea Selatan dan *process* (proses) melalui distribusi melalui saluran distribusi digital dan fisik.

**Kata Kunci:** KQ Entertainment, Ateez, Marketing Mix 7p, Amerika Serikat

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