

ABSTRACT

**DESIGN PROMOTION OF MUSIC GROUP JEMPOL JENTHIK ORKES
KERONCONG IN BANDUNG**

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Kroncong orchestra Jenthik Thumb or Thumb Jenthik Orchestra Kroncong (JJOK) stood at the end of 2004. This orchestra not only performed as a commercial group, but they also appear as a non-commercial group that is the preservation of keroncong. This orchestra is unique because they participated incorporate other genres into the nuances of the music. Not only songs kroncong course, they also often sing jazz, pop, and even classic genre into kroncong. A phenomenon that occurs lately is the number of the music industry that meets the musical scene homeland but do not have good musicality weight and not supported with cultural nuances, so that we do not realize how wonderful our culture, one keroncong music.

By taking these issues into the final project is expected Orchestra Kroncong Jenthik thumb can be known through a good marketing strategy and break the Indonesian music industry through quality music and sound music culture.

Keywords: Promotion, Jemmpol Jenthik Kroncong Orchestra, Bandung, Music Performance