

ABSTRACT

This study examines the design of music zines as an informational medium for disseminating the value of independence among practitioners of independent music labels. The challenges faced by independent labels, such as funding, distribution, and competition with major labels, are the main focus. The lack of information about the value of independence and support for musicians is also identified as a key issue. The research aims to design engaging and beneficial music zines for indie label practitioners, while also gaining support for independent musicians and producers. The scope involves indie labels in Jakarta and targets an audience aged 18-30 years. The research emphasizes the use of social media and live performances as effective marketing strategies. The research findings illustrate the importance of these strategies in promoting the value of independence and building relationships with fans and industry stakeholders. This study provides practical guidance for the music industry and suggests concrete steps to support independent labels. Furthermore, further in-depth research into the subculture of independent music labels could provide further insights into the impact of informational media on raising awareness about the value of independence in the music industry.

Keywords: *independent music label, music zines, independence.*