

THE ROLE OF MUSIC IN ADVERTISING STRATEGY ON TOURIST ATTITUDE AND INTENTION TO VISIT THE DESTINATION

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ABSTRACT

Music is used as one of the significant factors in advertising, as it can arouse feeling, emotion and response. This research aims to study the difference effect that tempo and pitch in music used in destination advertising can make among the tourist attitude and intention to visit. The researcher conducts an experiment which exposed 60 samples to the different tempo and pitch, and let them share their opinion on focus group, in-depth interview together with the observation from the researcher. The result shows that tempo at 180 BPM (Beat per minutes) and pitch that higher than Key C seems to be able to influence the sample to have positive attitude and have intention to visit the destination showed in advertising more than other type of music, as the fast rhythm tend to arouse them to be joyful and it gives the sense of lively of the destination which urge them to have the intention to visit the destination.

Keywords: Music, Music Advertising, Attitude, Intention to Visit

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