

**BRAND COMMUNITY PHENOMENON: A STUDY OF
BLAZER AND JAZZ COMMUNITIES**

THESIS

**Presented as Partial Fulfillment of the Requirements for the Degree of
SarjanaEkonomi (S1) in International Business Management Program**

Faculty of Economics UniversitasAtma Jaya Jogjakarta



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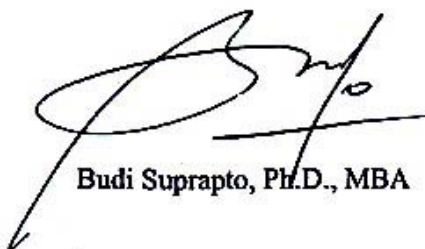
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Faculty of Economics Universitas Atma jaya Jogjakarta

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Jogjakarta, September 12, 2014

STATEMENT OF THESIS AUTHENTICITY

I, the writer of this research, hereby declare that I compiled this thesis by myself.

I fully knowledge that my writings does consists others' or part(s) of others writing, except for those that have been cited and mentioned in the references

Jogjakarta, September 12, 2014

A handwritten signature in black ink, appearing to read 'Bani Katalina Salvy', with a stylized, cursive script.

Bani Katalina Salvy

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The deepest joy and grateful ascended to The Almighty Allah SWT whose abundant bless and mercy has given writer the faith and the opportunity to finish her thesis entitled “Brand Community Phenomenon; A Study of Blazer and Jazz Communities” as a fulfillment for the degree of Sarjana Ekonomi in Management Program, Faculty of Economics, Universitas Atma Jaya Jogjakarta .

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- k) To the great Wan Shi Tong’s UAJY Library, where all the questions of life has been kept safely. “I love your books”.
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Writer

William Ernest Henley. 1849–1903

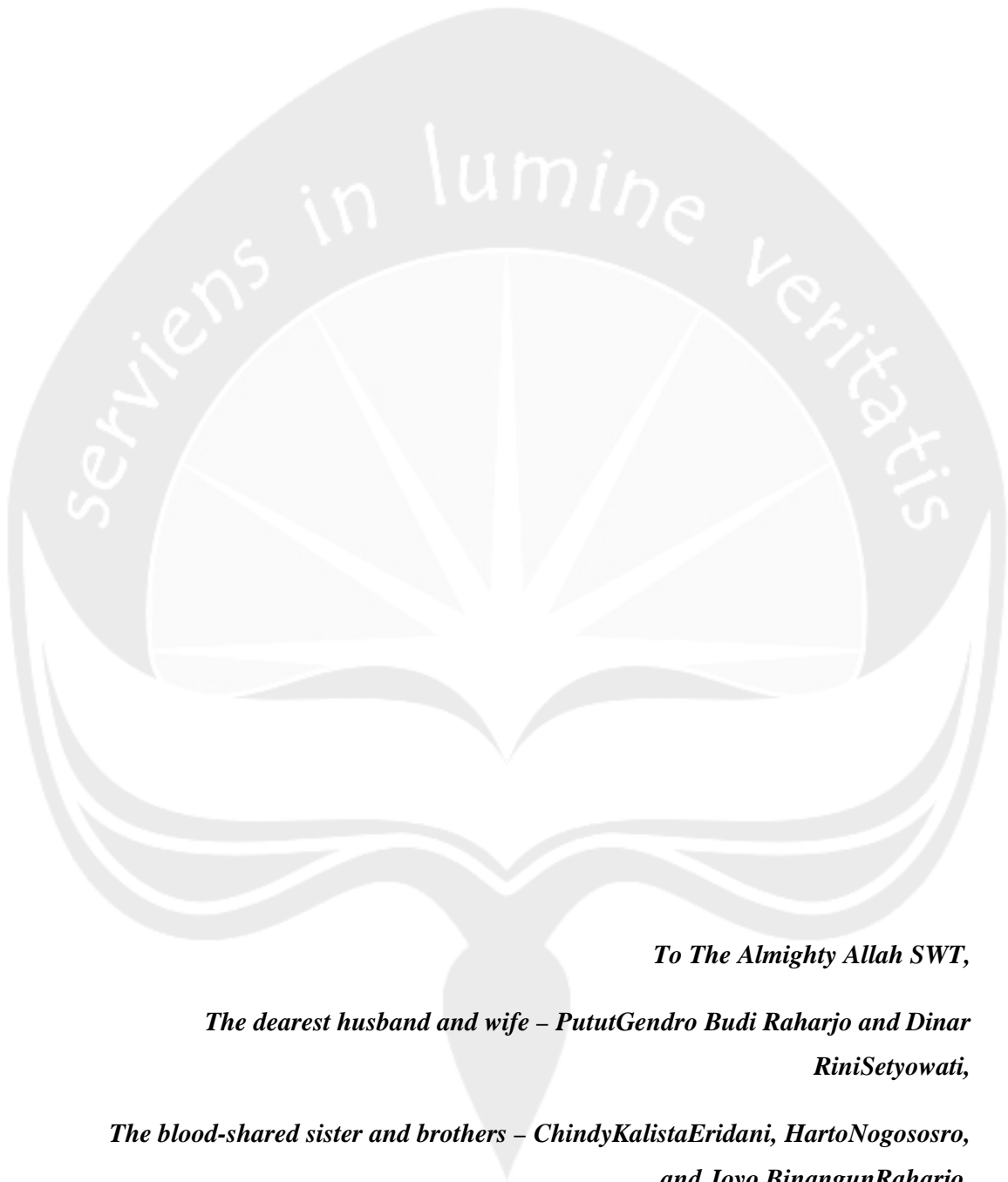
7. **Invictus**

OUT of the night that covers me,
Black as the Pit from pole to pole,
I thank whatever gods may be
For my unconquerable soul.

In the fell clutch of circumstance 5
I have not winced nor cried aloud.
Under the bludgeonings of chance
My head is bloody, but unbowed.

Beyond this place of wrath and tears 10
Looms but the Horror of the shade,
And yet the menace of the years
Finds, and shall find, me unafraid.

It matters not how strait the gate,
How charged with punishments the scroll, 15
I am the master of my fate:
I am the captain of my soul.



To The Almighty Allah SWT,

*The dearest husband and wife – PututGendro Budi Raharjo and Dinar
RiniSetyowati,*

*The blood-shared sister and brothers – ChindyKalistaEridani, HartoNogososro,
and Joyo BinangunRaharjo,*

The unblood-shared sisters and brothers,

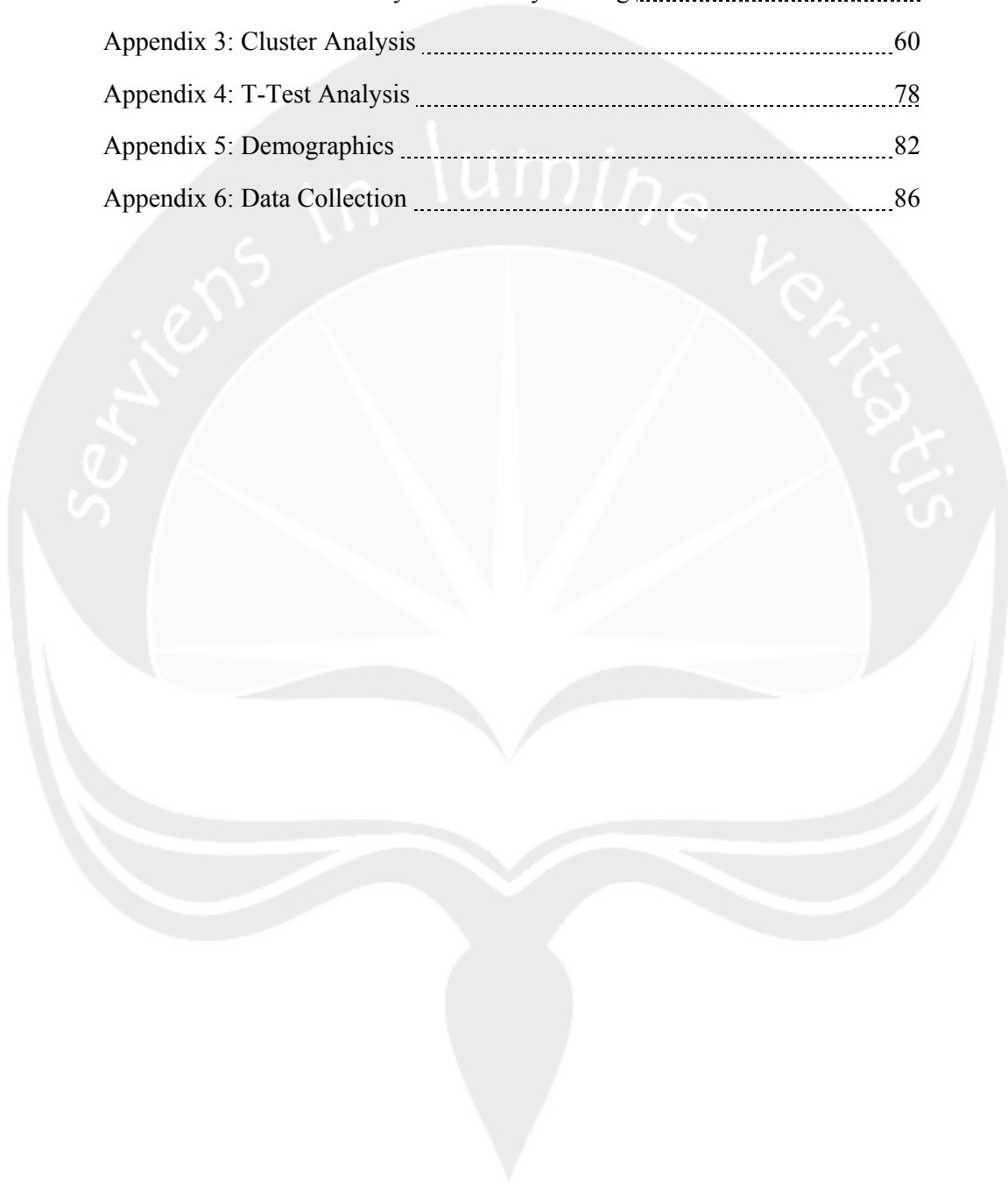
And finally, to the other half of Ninja Bulan.

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ABSTRACT

Brand communities nowadays have become a new form of experiencing the brand value inside a social group created by customers. As the knowledge about the product, brand, and company grows, customers now actively seek for a meaningful bond that can be derived from those relationships. Even though community is always seen as a whole, but treating the members generally is a serious mistake. Each of the members has their own reasons and goals that they expected to be derived from the particular community.

Questionnaires were distributed to investigate the join-motives of each member in Blazer Indonesia Club and Jazz Fit Club by measuring the relationships based on customer-centric model by McAlexander *et al.* From the study conducted, multiple segments based on different consumption motivations do exist.

Keyword: Brand Community, Motivation, Consumer Motive, Market Segmentation, Cluster Analysis.