**ABSTRACT**

**This study aims to determine the phenomenon of Soundcloud As Media Promotion Among Bandung Musicians.**

 **The purpose of this study is to find out Soundcloud as a media campaign. Social networking Soundcloud is a social networking site that specifically distributes voice information.**

 **The research method used is qualitative research method. There are 10 supporting informants that become the source of research data. Data collection techniques obtained through interviews and observation. After the data obtained, then the data presented descriptively to answer the problems that have been identified.
This method shows that in a social networking soundcloud, users try to present themselves as best as possible, in order to achieve the desired goals. The rampant use of social networking soundcloud among modern society especially among young people make soundcloud as social networking is currently very popular. The exclusivity and privacy that is presented in the soundcloud is also a special attraction to the use of this social network. The features contained in the soundcloud are not only able to display the activities of its users but also can promote their songs. Soundcloud is a media that is considered to increase the media campaigns among small band bands. So bands of small bands can be famous for through soundcloud apps.**

 **The results of this study show that Soundcloud can be used for great strides for musicians musicians to appreciate their hearts content by creating song songs, as well as promotional media for small band bands in bandung, thus making producer producers interested to work with them**.