ABSTRACT
THE SECOND MEDIA AGE REVERBNATION AMONG INDIE MUSIC LOVERS IN BANDUNG
(Descriptive Study in the Second Media Age ReverbNation Among Indie Music Lovers In Bandung

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The aim of this research is to know *the Second Media Age In The Indie Music Bandung. This research discusses how where processes, interactions, and the power of social networking in sites ReverbNation.*

Research type *is a qualitative, while the design study is a descriptive method. The process of selecting informants using purposive sampling technique research informants obtained (4) four. In addition, data collection techniques with interviews, observation, documentation, reference books and data retrieval from the Internet. Data analysis technique used is the cycle of Miles and Huberman to discuss problems in this research. Test the validity of the data is carried out discussions with colleagues and membercheck*

The result showed *that ReverbNation is a medium that can be used by the indie music lovers especially in the city. Then the process is relatively mumudahkan ReverbNation indie music lovers Bandung. Their interactions vary, can be positive, even depending on the musical tastes of visitors and from the standpoint of where they vote. The latter is about the power ReverbNation seen from his many indie music lovers who use it as well as the features of ReverbNation that no other social networking sites.*

Conclusion of this research *a ReverbNation is a place for special music lovers for music is indpenden, their music can be accessed from all over the world. And in another case the music lovers can establish communication with fellow users ReverbNation other and exchange information. They also expect the response or responses from their work. In terms of strength, ReverbNation has features that do not complicate its users.*

Researched suggest *for indie music lovers are more to expand themselves in terms of both quality and quantity in creating a masterpiece. Suggestions for ReverbNation order to respect the copyright of all users who take it to prevent acts of piracy.*

Keywords: The Second Media Age, ReverbNation, Process, Interaction, Power