



The Development of New Media in the Economic Growth of the Indonesian Music Industry

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ABSTRACT: This study will discuss how new media in the music industry affect the music industry. This has had a major impact on businesses in the music industry and consumers who enjoy music. Streaming services have become something that has a big impact in the digital era that we know as Industry 4.0. The music industry can no longer rely on physical products and consumers are increasingly choosing to enjoy music. The method used in this research is a good method that is tested through research with unusual research ideas about; Describe behavior, thoughts, motivations, actions, etc. in the aggregate and in the form of words and messages. The findings of this study are that consumers find music easier and industry players support new media in the music industry because it makes it easier for them to market music and helps protect their intellectual property thereby reducing piracy. Market participants can also use the appropriate marketing mix. Luggage; Good recording, good songwriting should be distributed and rewarded; Because in the digital era, there are many streaming applications that must be used properly, such as uploading works to social media and streaming applications, so that uploaded works can be supported by Monetization.

Keywords: Music Industry, Economci, Commercial. Digital, Streaming



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INTRODUCTION

Every change in the business revolution brings its advantages and challenges. In the fourth economic growth, the Internet has become important and successful because it has considered public technology rather than patent technology ([Pardo et al., 2022](#)). The Internet has changed the face of the business world, and this change must continue with the Internet of Things (IoT) ([Clarysse et al., 2022](#); [Leiting et al., 2022](#); [Roe et al., 2022](#)). All economic reforms have led to economic growth, increased productivity and improved health in countries capable of bringing all benefits, including goods and services ([Kumar et al., 2022](#); [Langley et al., 2021](#); [Wu & Xiao, 2022](#)).

Internet of Things also affects the music industry. Music is an important part of people and part of society around the world is an art that focuses on "knowing" the spirit and color of the song. Music as a popular entertainment medium in the world has many aspects. Music is everywhere, even in movies, commercials, video games, even phone calls, providing music to replace loud noises. The music industry evolved over time, starting with the sale of LPs, cassettes, and CDs (often called the analog era) until music became the only physical business, not limited to but also a digital business ([Blanc & Huault, 2019](#); [Everts et al., 2022](#); [Naveed et al., 2017](#)).

There are many problems in the music industry in this digital era, before entering the digital era, Indonesia itself faced the problem of music piracy. It was recorded that in 1967-1968 there were many sales of 24 dark record songs which were only sold for Rp. 600, while the documents are sold for Rp. 1200 has 12 songs ([Dewatara & Agustin, 2019](#)). Music piracy is on the rise worldwide and 40% of music fans are accessing it without permission, the International Federation of the Phonographic Industry (IFPI) says that internet search engines have made piracy easier. But apart from the disadvantages of digital music piracy, there are also advantages that musicians can use to market their music and increase sales of their music. In the current industrial revolution called the industrial revolution 4.0, everything is connected to the internet and can be used by players in the music industry ([Saputri, 2021](#)).

As new and increasingly sophisticated technologies and media develop, so does marketing and advertising for the music industry. reached 132.7 million active Internet users, according to data from the Indonesian Internet Service Providers Association. Almost all Indonesian music lovers have started to switch from digital to digital. There is a growing number of digital music industries, especially music streaming services. With the advent of music services, musicians in Indonesia no longer need to be afraid to market their work. The rapid emergence of new technologies has brought about a major change in the fair business model for success in the music industry. As a result, many businesses have been affected. Managers are looking again to operate their craft. In this digital era, record labels are losing their role as musicians find it easier to advertise and market their work, allowing musicians to take all ownership of the work they create ([Halonen-Akatwijuka & Regner, 2004](#)).

In this article, we will discuss the transformation of Business 4.0, digital business and marketing as well as new media thinking used in the music industry. The rapid development of technology has ushered in a new era in the music industry. Sudden changes change the order and change everything that was previously set. The music industry, which used to rely heavily on selling music through physical media, has now become digital media. The shift from physical to digital sales also changes the concepts and methods used by management, labels, independent musicians to market their products.

The World Business Forum (WEF) and PricewaterhouseCoopers (PwC) said in their reports that starting in 2019, recording in its various formats - digital downloads, album sales, music licensing for films, commercials and games - worldwide. I earn from music. Businesses change the base of shows or concerts that were previously a source of business income. WEF and PwC project that in 2019, a record will contribute USD 28.8 billion or Rp. 406.1 trillion to the total revenue of the

global music industry at an exchange rate of Rp. 14,100/US\$. Meanwhile, concert revenue is less: US\$27 billion or equivalent to Rp 380.7 trillion. This approach should be expanded in the future.

With the rise of piracy and technological advances, record labels and consumers are now starting to embrace live or streaming services to record and enjoy music. This service also supports almost half of the total revenue of the music industry worldwide. According to data from the International Federation of the Phonographic Industry (IFPI) and WEF, music services can generate US\$ 8.9 billion or equivalent to Rp 125.5 trillion and account for 47 percent of all international trade revenues. This program has grown rapidly since 2013, with a value equivalent to US\$ 1.4 billion or Rp. 19.7 trillion, only 9 percent.

The Asian digital music market is actually a small global market. It accounts for only 14% of the total revenue in the global music industry. However, Asia remains a hotbed for digital music service providers as it accounted for 44% of the world's Internet users in 2015. Asia also contributed 25% to global GDP in 2013. Indonesia is the seventh largest digital market in Asia. . of potential income. Japan reached USD 21 million in 2015. The first job was in Japan with an income of US\$ 432 million.

The purpose of this study is to identify the role of technological developments as a measure to reduce piracy in the Indonesian music industry and to examine new media for the Indonesian music industry and digital music recording companies in Indonesia. industry?

Industry 4.0 is referred to as a “smart factory” ([Dutton, 2014](#); [Morrar & Arman, 2017](#)), in smart factories, virtual copies of the physical world and decision-making processes can be created ([Thoben et al., 2017](#); [Wang et al., 2016](#)). In addition, physical systems can cooperate and communicate with each other and with people in real time, all made possible by IoT and related services. The concept of Industry 4.0 originated in Germany and has been adopted by other industrialized countries, although it is referred to as the “connected economy” in the US and the “fourth revolution” in the UK ([Morrar & Arman, 2017](#)). Industry 4.0 was created by the evolution of the previous technology, namely electric power, which became a force of change in the 19th century. electricity, which changed the 20th century; and the computer era that began in the 1970s ([Cordes & Stacey, 2017](#)).

There are three reasons why Industry 4.0 is so important and is considered a revolution in the era of information technology and open markets ([Schmidt et al., 2015](#)). First, Industry 4.0 reduces the burden of problems that exist for manufacturers to make companies more flexible and more efficient for business, including these challenges are economic changes, short life cycles, increased product complexity and globalization. The Second Chain, Economy 4.0 enables the transformation of business practices to be innovative and therefore increase productivity. The adoption of advanced technologies such as digital supply chains, smart machines, and internet marketing is expected to be accelerated as business models can be implemented quickly. Third, it highlights the role of customers as co-creators and places them at the center of every project. Product customization is the most important part of the product value chain, and new media will help increase the number of people, which in turn will speed up the production process ([Schmidt et al., 2015](#)).

Industry 4.0 places humans at the center of production. Employees will be sent to help when needed, so employees will need a lot of skills to complete difficult tasks, but also simple tasks. Business 4.0 defines as IoT: information and services will change the future of production, delivery, and work processes. This means that the evolution of IoT in recent years has gone beyond internet connections to the integration of various technologies such as machine learning, machine learning, and wireless connections ([Kazancoglu et al., 2021](#); [Sharma et al., 2022](#)). The main goal of IoT is to “connect everything anytime, anywhere, with everything and everyone using every line/network and every service. and social and managerial practices of obtaining what individuals or groups need or want through the creation and sharing of value exchanges ([Andersson & Mattsson, 2015](#); [Brocklesby & Fisher, 2003](#)). The American Marketing Association (AMA) defines marketing as a value-creating organization. Drive and manage the processes of creating, communicating and delivering to customers and managing customer relationships in ways that benefit the organization and its stakeholders, including strategy, pricing, promotion, and distribution strategies, the use of goods and services to achieve human goals ([Gundlach & Wilkie, 2009](#)). Marketing mix as a company's tool to achieve copy ([P. Kotler & Keller, 2016](#)). Target market can achieve your marketing goals. Product, price, place, and advertising are six strategies to compete. used by organizations to select business strategies: production concepts, product concepts, sales concepts, marketing concepts, customer concepts, and community business strategies ([P. Kotler & Keller, 2016](#)). The first three theories are taboo today. Business strategy recognizes that the key to achieving organizational goals is to determine the needs and wants of the target business in order to provide the best needs more and better than competitors.

Digital marketing as a concept that must be considered by the music industry now plays an important role in presenting the works they create to be shared with the public. The term digital marketing (business on the internet) refers to another way of thinking about how to use the internet with modern media to obtain and provide customer service ([Chaffey & Smith, 2013](#)). Internet marketing content consists of five elements, such as: product, price, communication, community, and advertising ([Mohammed et al., 2011](#)).

The music industry refers to activities related to the development and production of music products, including writing songs, recording and performing songs that have been created, and distributing or exchanging works that provide entertainment and socialization to meet needs of cultural communication ([Sutton et al., 2021](#); [Walzer, 2021](#)). Referring to the business strategy, the success of the music business depends on the needs and desires of the target audience and then provides more entertainment packages than other competitors ([P. Kotler & Keller, 2016](#)). Music industry processes include product development (song creation, recording process, performance), product packaging (physical packaging, samples, artwork, images, symbols, logos, graphic designs), making products available for purchase. Creation by system distribution, and informing consumers through traditional and digital advertising activities ([del Barrio-García et al., 2020](#); [Gountas et al., 2019](#)).

Branding and positioning influence how musicians are perceived by their target market and are forms of communication style and direction as well as models of artistic expression. A person who wants to do music business must have his own name and make it different from others. The

difference between short-term sales and long-term relationships between musicians and their fans. A brand is not limited to a logo or trademark ([Lathrop, 2003](#)). This includes all interactions between the user and the musician. Interaction with music and its packaging, marketing communications (visual, written and audio-visual) via websites, social media, and other musicians' materials and images together to create personal goals. Relationships are very important ([Ul-Haq, 1994](#)). Relationships are very important in building a brand and are the key to a marketing concept called business communication (IMC) which describes "ideas, feelings, voices" for media using multiple communication channels through one medium. to deliver a consistent and interesting message ([P. T. Kotler & Armstrong, 2018](#)). Misinformation or negative publicity from various sources can affect the image of a musician to his fans ([Gountas et al., 2019](#); [Shevy, 2008](#)).

The importance of a musician's business is that they must be able to find what makes their product different and stand out from others who display almost identical products. What separates musicians from the competition or more is: (1) the music they produce and pack, (2) the musician's own vision of the music and the individual, (3) Create a story about it. For the musicians themselves. and the music they create, including defining music genres, describing music, history, (4) social media participation and discussion ([Murphy, 2020](#)).

There are various incarnations of the music industry as: the mechanical age (piano and sheet music), the electronic age (microphones, analog recording product formats), and the digital age (CD, downloads, online music access.). The advent of the digital era has led to a decline in physical sales and significant changes in the business and economy of the music industry, related to the production and consumption of music ([Murphy, 2020](#)). This trend is driven by technological advances, particularly the emergence of digital music and the shift in music distribution, online storage and consumption. The digital age first appeared with compact discs (which store music as digital data) but on closer analysis the digital age can be divided into three phases:

Step One: Transferring from Cassette and Vinyl to CD Machine. This level makes it possible to sell digital products (CD, digital audio tape, digital compact cassette, DVD) with the same quality as the sound of the master system. Second phase: The beginning of the 21st century occurred with the advent of the common digital download of the MP3 compression technology developed by the Motion Picture Experts Group (MPEG) . The commercialization and popularity of the public Internet and the emergence of peer-to-peer networks such as Napster encourage music piracy ([Jain, 2020](#); [Savelkoul, 2020](#)). Legal digital downloads emerged at this stage and iTunes was the first to do so ([Wikström, 2014](#)). Phase Three: In the current revolution there has been a significant shift towards distributing music digitally (free and subscription) instead of selling products that are available digitally. The development of this streaming model has reduced the financial impact of music piracy ([Wikström, 2014](#)). The digital era of music has changed the experience of listening to music from the function of "playing music" to "music with music", as well as the communication function of streaming application interfaces ([Wikström, 2014](#)).

New media is media that uses the internet, an online advertising-based technology, has a flexible character, is able to communicate and can operate privately and publicly ([Celik et al., 2021](#); [Chen](#)

[et al., 2018](#)). Online advertising topic news is a collection of different topics. This means that there is integration within the media, where many publications are grouped together ([Lievrouw, 2009, 2012](#)). New media new media is the concept of time understanding of technology and science, ranging from manual to automatic and everything that is difficult to define. Part of the new media is the network society. A network society is a social system with a group system ([Littlejohn, 1977, 2003; Littlejohn & Foss, 2009](#)).

METHOD

This study uses a qualitative method, which is the subject of research that intends to understand the situation encountered in the study, such as; Behavior, thoughts, motivations, actions, etc. In certain naturalistic contexts and using different naturalistic methods as a whole and through explanations in the form of words and words ([Bogdan & Biklen, 1998; Creswell, 2017; Moleong, 2018](#)). The paradigm used is constructivist, because reality must first be filtered by how one sees things ([Cohen et al., 2017](#)). Phenomenological research is a research strategy that researchers use by observing phenomena in the field ([Guba & Lincoln, 1994; Lincoln, 1998](#)). The subjects of this research are music lovers and musicians in Jakarta. The selection of data is done by random sampling so that the data can provide maximum information ([Lotto, 1986](#)). There are two types of data sources in this study, namely primary data from the interview process and secondary data from the results of literacy studies ([Kirk & Miller, 1988](#)). Data analysis was carried out with three tasks, namely data reduction, data presentation, and drawing conclusions ([Miles et al., 2019; Miles & Huberman, 1994](#)).

RESULTS AND DISCUSSION

Music is closely related to artists, so this study interviewed artists who exist in the music industry in the digital era. The following are the results of interviews with researchers named Sunu and Kamar. Sunu is a 2000s musician who has an indie band while Kamar is a simple musician who just started his career in the music industry.

According to researchers who were observed for approximately 2 weeks in IPS, the audio industry received informants who were considered to know about the current state of music, while the two media that researchers received were from music fans and musicians. The results of observations and interviews with the researcher's social environment reveal that most music lovers install music streaming services on their smartphones, tablets, and laptops, whether paid or not. From the results of interviews with the first reporter who is a music expert, the researchers found that the first reporter prefers to access music through the use of streaming because streaming applications are now considered convenient because music can be downloaded. it's not necessary. Given the capabilities of smartphones, the reason for choosing the Mukhabar streaming application is the ease of choosing songs because there are many playlists that can be played from the library of this music streaming application, Mukhabar streaming application is also used. For the last 3 years. Before the first media user uses a streaming application to enjoy a song, he will download the song from free music download sites

like 4shared.com. The benefits that are expected from first-time users with this music streaming application are (1) easy to find the music they want to listen to, (2) virus protection because there is no need to download files from safe free sites. unknown website, (3) smartphone memory is not full, (4) update new music too fast.

Although the advantages of using music streaming are important in today's situation, not all of these products can be separated from the following complaints, which are hard to believe by the first to report: (1) If there is no Internet access; So it will be difficult to access. This application, (2) cannot save songs if not a member, (3) will consume more smartphone battery, (4) will consume a lot of internet quota if not using Wi-Fi. Apps like Jokes, in the first person explain why it uses 2 different apps as each has its own pros and cons. The advantages of Spotify include a simple application display and lots of playlists on Spotify. The drawback is that if Spotify is used on a smartphone, the song that is playing cannot be missed because it needs to be registered, but if it is used from a PC, the song it listens to can skip ads. Advertisements on Spotify are in the form of audio (cannot be skipped and must be listened to until they stop) because they are not registered. Joox benefits include being able to become a VIP member (if spotify calls people who register as premium members, Joox calls it VIP) just by sharing the music we play on our social media. As it sounds on Facebook, we will have VIP access. Up to 4 hours and if it has increased when VIP access has to repeat the previous step, Joox's drawback is that the list of available songs is not as complete as on Spotify, especially rare music. For the sake of music streaming applications, the application that is often used by the first person is Spotify and is not registered because it uses a PC more when accessing the Spotify form. According to the first reporter, Spotify is the most successful music collection among music apps like Apple Music, Spotify, Jokes, Guevara, and Lingate Music. Regarding the cost of subscribing to media first, even if you don't register, choose Spotify because there is a Spotify family feature which allows us to share access with 5 families who live in the same building. affordable, only IDR 79,000 per month.

Regarding piracy, according to the results of the interview with the first informant, according to him, piracy has now decreased because access to listen to and enjoy the works of artists is easy and this access is official, because access is easy. Official work does not harm us as artists. According to the first informant, the cause of the rise of music piracy was that the first CD was considered very expensive, then not all of the songs on the album would be liked by everyone, so if you had to buy it. An album where you don't have to like all the songs, there's no point in buying that album. According to the former, music access is now much cheaper and of the same quality as if you bought the original album, because back then there was a lot of piracy and MP3 sales, which wasn't necessarily good. Even if you pay for it even if it's pirated. According to the first, because access to music is now so easy that most people already have gadgets, this situation will reduce music piracy.

In the next interview, the second reporter is a musician, according to the second reporter, he saw at the beginning of the development of music that everything comes from the flow of water, from production, distribution, marketing, everything is captured by paper. and controlled. . Produced music because studio rentals were very expensive then and there were no recording houses like today. The responsibility of the label was enormous at the time because the label was

a force in the music industry, if a musician didn't sign a contract, don't expect the music to benefit. According to the informant, the two labels chosen by the musicians were big labels such as Sony, Aquarius, Amy etc. The reason they chose it was because this ledger had great resources and a great product. According to other sources, the current music model is not as good as it used to be where only musicians signed by major labels and paid for can be featured. etc. Musicians who don't want or don't have record contracts can market their music and stay in direct contact with their fans, including live music. It wasn't them who wrote the notes. . According to information, both labels are still alive and their roles have not changed much, but their strength is not as strong as it used to be because now in this digital era, musicians are easier to create and market music, maybe even now. needed. Labels because of the space provided by labels, but labels still need labels, this is not the only way to earn and make money in the music industry, some famous musicians don't even use labels, they only use artists. Manage them. Sport and business. In other news, when discussing which is more profitable for business through music streaming or through labels, now labels will market their music using music too, but the problem is Can musicians support themselves without a business? If possible and more people can handle it themselves, through the end notes, the results are better because there are no deductions from label revenue.

Regarding crime, another reporter said that the emergence of digital, social media, and music streaming applications have reduced crime as a past influence of piracy, the decline of the music industry because many Indonesian musicians rely on physical This album is sold. In music stores, massive piracy reduces their income for musicians. According to other informants, the growth of music piracy is the price of albums which may seem expensive to some, and sometimes the music in the albums is not at all interesting, interestingly only singles released on radio and TV. etc. So most people just want to listen to each other and in another way most people download songs from free music sharing websites or bluetooth. As another informant, music access is very easy and affordable now that almost everyone has a device, we can listen to the music we like, be it on YouTube, Jokes, Spotify, SoundCloud, etc. platform, can reduce piracy because the platform has works available on the official works of music concerns, for example from Spotify for everyone who listens to it, paying for music through Spotify. The solution for musicians and music lovers who don't want to spend a lot of money to enjoy their work.

The researcher also researched information from various sources on the Internet and came across an article by Tencent Jokes Senior Director Beni Ho who said that the current changing patterns of music consumption saw the potential to continue in the digital world. He said, to become a leader in the digital market, players must have content that appeals to consumers. Jux currently controls about 34.7% of the digital music market in Indonesia, according to Soundcloud at 10.2%, Sky Music at 10.1% and Spotify at around 9.8%, Ho said. It has been measured that the music that consumers listen to the most is Pop at around 81.4%, R&B around 34.9%, and Jazz at 34.1% (Bisnis.com, 2017). In addition to using music applications, players in the music industry can take advantage of social media such as Facebook, Instagram, YouTube, which can be sent to new announcements. According to reports from 132 million internet users in Indonesia (Detikinet, 2017), 40% are media enthusiasts, with music applications and social media for players in the music industry as a place to market and promote their work. take advantage.

Music industry transformation

First, it is a technological process driven by the health revolution, a group of related tools that are updated and improved rapidly. New media, Internet (mobile), data compression and processing, P2P technology, cloud computing, machine learning and management control and algorithmic selection achievements. Not all of these technologies are compatible with sustainable and sustainable business models. He laid the groundwork for a major change in the organization, structure and character of the music industry, which has since been followed by new players and has had a huge impact.

Their commercial value has shifted from physical or digital products to temporary donations of entire collections. Given this shift, music industry laws, such as copyright, intellectual property rights, contract rights and usage rights, which until the 2000s were brought to the fore by closed physical businesses, had to be renegotiated and their Digital businesses needed to adapt. . In addition, not only paying for music consumption, but also being able to listen, discover, recommend and share music without paying has evolved and changed dramatically. Over the past two decades—mainly due to the emergence of subversive music file sharing networks. on the Internet and nowadays mainly through social media platforms such as YouTube or social networks such as Facebook (Nicholson 2019).

In the context of "transformation" refers to a radical orientation that changes the technological processes of the economy as well as its economic structure. "Gradual" refers to the underlying process of change over time that results from the accumulation of various changes that occur over a long period of time. The music industry is a prime example of the kind of constant change that forces all actors involved to adapt and thrive under constant circumstances. The third characteristic of sectoral transformation is that it is driven by significant changes at all levels from new actors who previously did not play a role in the sugar industry.

Thus, the evolution of the music industry, especially in the early decades, did not occur as a process of collective restructuring driven and driven by the economy, but as reform. . Made for drama. Of course, it must be taken into account that all images that are specially made to appear larger, are not missed during the transition and are not replaced by new actors. On the other hand, even when faced with pressure to change and lose their contradictions, they are able to remain useful in actor settings. They began adapting in 2007-2008 and continue to be key players in the new music business as producers, marketers, rights holders and licensees.

Music creation with technological advances in the music industry

“Creativity can be defined as the generation of new ideas, while innovation can be understood as the application of these ideas. So the field of music creation is content creation. Songwriting and writing, while innovation is the business of the songs” (Peltz 2006). With new media, artists need to find other ways to diversify their activities and earn a stable income. This means that the role of the musician is that the musician is a particular musician who is paid to record albums rather than a fixed business model. Artists create while entrepreneurs innovate.

Morris' research (2013) concluded that “digital technology allows artists to connect directly with their fans. Eliminating middlemen has made music production and marketing cheaper, and between artists and fans. have been able to create positive and meaningful relationships. The use of social media platforms has created good business opportunities for new and independent artists and better relationships. Hari, an artist, especially an unknown indie musician must have a name that is popular with the audience.

According to the Diffusion Theory of Innovation, the first step in decision making, information about a new product uses mass communication. In this case, social media platforms such as Facebook, Twitter, YouTube and MySpace, as well as social music networking sites such as iLike, Last.fm, and Spotify can be used to reach a larger audience. Music websites have many ways for fans to find their favorite artists and bands and Sharing can help.

When indie artists grow their online presence and start attracting people by participating in social media, they need to provide content that is inviting enough to inspire and thrive. However, what artists can communicate with their fans, what they provide is their primary interest, and it's important for them to put their work online to share with fans. . Twitter and MySpace can be used to update free samples, and sometimes even free streaming of entire albums. Self-recorded live shows and broadcast videos can be posted on YouTube. Many music forums like iLike, Last.fm etc.

Unique and equally important

In addition to providing access to completed projects, artists must find other ways to engage with their fans online, such as involving them in the recording process, in a way that is memorable and unique enough to impress fans. Fans can purchase music, tour tickets, and other exclusive items. In the business process, fan loyalty proves to be an important factor. Through constant interaction with the artist, some followers will begin to develop loyalty to the artist and may become advocates. This is where they will post announcements for their favorite artists, share their music with others, and help promote local attractions. These online advocates stand a better chance of convincing their contacts and helping them turn into real customers.

Advantages and disadvantages of business models in the digital music industry

Spotify has a special feature called the “Artist Dashboard” that allows artists to understand their performance and their followers to support musicians and increase their activity. Big data is also important for registration agencies to know what will be the next big big. Record companies are investing more in getting information from big data analytics than spending that money on advertising to see "Next Hits." Shazam and Spotify have been able to make predictions using big data. Big data and Internet technologies are not only changing traditional business models, they are changing the way music is discovered and heard. With the use of big data analytics and its impact on online music services today, many people fear the control of "popular" music, causing some musicians to change their style. Be consistent with style and gain followers. However, this assumption is wrong, because recognition tools can lead the musician to a niche market that appreciates their music.

CONCLUSION

Changes in the ways and means used by the music industry players are now increasing. The new medium of music has allowed marketers to produce at a lower cost. For music lovers, they can enjoy the best content or in other languages at a very low cost. Music streaming services in Indonesia have provided many options for users to determine their preferences in enjoying music. On the other hand, music industry players are also easier to market their products. The impact of streaming services is slowly eroding physical sales in music stores. The shift in sales to digital content and streaming costs is a new solution for the music industry.

Piracy of musicians' works is a major problem in this industry. Musicians who are constantly lost to crime. Then even when music is a physical package converted to digital, piracy is reduced. Piracy continues to grow and thrive even in the era of rampant new media. The easier and faster the distribution, the easier it will be for everyone to get downloadable pirated or illegal music. Streaming services are gradually changing the behavior of consumers who enjoy streaming music from downloading music. Streaming services claim to provide good music, diverse and complete music files, and low prices. The digital era in the music industry offers many options for this industry. Changes in this industry are not only used for them as producers but also for consumers. The changes that have occurred are the result of music streaming services seeking to improve musicians' rights. Business interests cannot be separated from the interests of streaming service providers to provide benefits for themselves and musicians.

In this digital era, music industry players must be able to take advantage of new media to bring their work to the public. Musicians must be able to research the business they will enter with the help of social media because many people are already using social media, so it can be used to meet consumer and entertainment needs. In addition to using social media to market their work, musicians must be able to communicate with customers, build a good personality, as it is now very easy to communicate with people through cyberspace. Artists need to be able to differentiate the music they create from competitors offering similar music, only communicating well with fans on social media will give fans more appreciate, and there will be revealed more about the music profile.

Market participants can also use the appropriate marketing mix. Luggage; Good recording, good songwriting should be distributed and rewarded; Because in the digital era, there are many streaming applications that must be used properly, such as uploading works to social media and streaming applications, so that uploaded works can be supported by Monetization. It can be done in various ways such as regular events, radio broadcasts, online advertisements, music competitions, music licensing for movies, TV, holiday background music etc.

The music industry has been and will continue to change and evolve. Just as cassettes replaced eight players, CD players replaced cassettes. Online music in NS has changed the rules of the music industry. In addition, the development of big data technology and the internet is forcing the industry to change its business model from a traditional business model to a digital business model. The supercomputing capabilities and storage capabilities of NS enable the development of new technologies for data storage, computing, and continuous analysis. This data provides

insight into the world of the music industry and consumers, enabling musicians and the music industry to learn what they like, dislike, debate and listen to the music they listen to, buy and the platforms they want to use.

All of these can be used to provide users with services designed especially for them. Having good business knowledge is not only beneficial for business, it can also help new musicians reach many people in the world to monitor what is working in real time. In addition, many online services use big data to find talent and even predict "big hits". Finally, following a digital business model comes with many challenges such as e-trust, privacy and security.

For enterprises to solve this problem, various methods must be followed, such as the use of intermediaries, and cooperation in e-collaboration, in addition to open dialogue with customers, and the use of new security standards. After understanding the huge impact of big data and internet technology on the music industry, it is recommended for all businesses in business to find success to transform Seduction.

As previously discussed, following this approach can lead to many issues such as trust, security and privacy issues. For businesses to gain trust and loyalty, companies must invest in new security technologies. To maintain open communication with users, in addition to limiting the collection of information necessary to ensure privacy and user experience.

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