

Agregator musik dan musisi band eksplorasi model bisnis dan kesepakatan bisnis yang dicapai dalam industri komunikasi = Music aggregator and musicians band the exploration of business model and a business deal reached in communication industry / Aulia Panji Mursetyo

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Abstrak

[Tesis ini membahas tentang agregator musik dan musisi/band: eksplorasi model bisnis dan kesepakatan bisnis yang dicapai dalam industri komunikasi. Penelitian ini adalah penelitian kualitatif dengan desain studi kasus. Hasil penelitian menyimpulkan bahwa Proses komunikasi awal, lalu ketahap negosiasi sampai akhirnya tercapai kesepakatan bisnis dalam bentuk kontrak diantara pihak creator/musisi/band dengan agregator musik atau perusahaan penyedia konten masih menjadi cara satu-satunya dalam mencapai kesepakatan dan dalam hal ini kesepakatan bisnis yang berdasar hukum. Cara yang mungkin dianggap masih konvensional meskipun secara model bisnis yang dijalankan oleh perusahaan penyedia konten adalah model bisnis digital yang menghasilkan produk berbentuk digital dan mendistribusikan juga secara digital; This thesis discusses aggregator music and musicians/band: the exploration of business model and a business deal reached in communication industry. The study was qualitative research design with case studies. The study concluded the communication process which are negotiation and then a business deal with contract signing between musician/band/creator with music agregator/content provider company is the only thing that matter to reached a law based business deal. This way assumed as a conventional way eventhough the agregator/content provider business model is digital model, which means, they produce digital format product and distribute it in a digital way too, This thesis discusses aggregator music and musicians/band: the exploration of business model and a business deal reached in communication industry. The study was qualitative research design with case studies. The study concluded the communication process which are negotiation and then a business deal with contract signing between musician/band/creator with music agregator/content provider company is the only thing that matter to reached a law based business deal. This way assumed as a conventional way eventhough the agregator/content provider business model is digital model, which means, they produce digital format product and distribute it in a digital way too]