

## DAFTAR ISI

HALAMAN JUDUL.....	i
HALAMAN PENGESAHAN.....	ii
HALAMAN PERNYATAAN.....	iii
KATA PENGANTAR.....	iv
ABSTRAK.....	vi
DAFTAR ISI.....	vii
DAFTAR TABEL.....	xi
DAFTAR GAMBAR.....	xii

### BAB I PENDAHULUAN

1.1 Gambaran Umum Objek Penelitian.....	1
1.2 Latar Belakang Penelitian.....	4
1.3 Rumusan Masalah.....	8
1.4 Tujuan Penelitian.....	8
1.5 Kegunaan Penelitian.....	8
1.6 Sistematika Penulisan.....	9

### BAB II TINJAUAN PUSTAKA DAN LINGKUP PENELITIAN

2.1 Kajian Pustaka.....	11
2.1.1. Model Bisnis.....	11
2.1.2. Analysis SWOT.....	21
2.1.3. Industri.....	22
2.1.4. Industri Musik.....	22
2.1.5. Perusahaan Rekaman.....	23
2.1.6. Produser Rekaman.....	23
2.1.7. Song-Writer.....	23
2.1.8. Music Publisher.....	24
2.1.9. Hak Cipta.....	25
2.1.10. Lisensi dan Royalti.....	27
2.2 PenelitianTerdahulu.....	28
2.3 Kerangka Pemikiran.....	34
2.4 Ruang Lingkup Penelitian.....	35

### **BAB III METODE PENELITIAN**

3.1	Jenis Penelitian.....	37
3.2	Variabel Operasional.....	37
3.3	Tahapan Penelitian.....	39
3.4	Populasi dan Sampel.....	40
3.5	Teknik Pengumpulan data.....	41
3.6	Uji Validitas dan Reliabilitas.....	42
3.7	Teknik Analisis Data.....	44

### **BAB IV HASIL DAN PEMBAHASAN**

4.1	<i>Business Model Canvas</i> .....	47
4.1.1	Music Publisher .....	47
4.1.1.1	Revenue Streams .....	48
4.1.1.2	Customer Segments .....	48
4.1.1.3	Customer Relationship .....	49
4.1.1.4	Channels .....	49
4.1.1.5	Value Proposition .....	50
4.1.1.6	Key Activities.....	51
4.1.1.7	Key Resource .....	52
4.1.1.8	Key Partners .....	52
4.1.1.9	Cost Structure .....	53
4.1.2	Song Writers .....	54
4.1.2.1	Revenue Streams .....	54
4.1.2.2	Customer Segments .....	55
4.1.2.3	Customer Relationship .....	56
4.1.2.4	Channels .....	57
4.1.2.5	Value Proposition .....	57
4.1.2.6	Key Activities.....	58
4.1.2.7	Key Resource .....	59
4.1.2.8	Key Partners .....	59
4.1.2.9	Cost Structures .....	60
4.2	Analisis SWOT.....	60
4.2.1	Kekuatan dan Kelemahan.....	60
	a) Value Proposition .....	60
	b) Revenue Stream .....	61

c) Infrastructures.....	62
d) Customer Interfaces.....	63
4.2.2. Peluang.....	64
a) Value Proposition.....	64
b) Revenue Stream.....	64
c) Infrastructures.....	65
d) Customer Interfaces.....	66
4.2.3. Ancaman.....	67
a) Value Proposition.....	67
b) Revenue Stream.....	68
c) Infrastructures.....	68
d) Customer Interfaces.....	69
4.3 Rekomendasi Business Model Canvas.....	71
4.3.1. Label Rekaman.....	71
4.3.1.1. Customer Segments.....	72
4.3.1.2. Customer Relationship.....	73
4.3.1.3. Revenue Streams.....	73
4.3.1.4. Channels.....	75
4.3.1.5. Value Preposition.....	76
4.3.1.6. Key Activities.....	76
4.3.1.7. Key Partners.....	77
4.3.1.8. Key Resource.....	77
4.3.1.9. Cost Structure.....	78
4.3.2. Songwriters .....	78
4.3.2.1. Customer Segments .....	79
4.3.2.2. Customer Relationship.....	80
4.3.2.3. Revenue Streams .....	81
4.3.2.4. Channels.....	81
4.3.2.5. Value Preposition.....	82
4.3.2.6. Key Activities.....	82
4.3.2.7. Key Partners.....	82
4.3.2.8. Key Resource.....	83
4.3.2.9. Cost Structure.....	84

**BAB V**

**KESIMPULAN DAN REKOMENDASI..... 85**

5.1 Kesimpulan.....78

5.2 Rekomendasi Model Bisnis Industri Musi di Indonesia ..... 84

DAFTAR PUSTAKA .....89

Lampiran 1 Kuesioner .....93

Lampiran 2 Hasil Kuesioner .....100

Lampiran 3 Pertanyaan Wawancara .....101

Lampiran 4 Verbatim .....102