

ABSTRACT

Paid song download service in Indonesia began to grow and has a considerable market. These services support government programs to suppress piracy and protect copyright musicians. MelOn (Melody Online) is one of the services paid download song in Indonesia which is managed by PT. Melon Indonesia, a subsidiary of PT. Telkom. In business, not in spite of increasing competition issues, one of which is the problem of the number of services paid download songs more and more. So that businesses should know the positioning of a product and then apply the right marketing strategy in order to dominate the market. One way that can be taken to determine the position of a product or service from its competitors is to evaluate the relative position among its competitors for a service based on perceptions and preferences.

Positioning determination, calculated using Multidimensional Scaling it will get among perceptual map MelOn service and its competitors, based on four attributes derived from considerations that factored into the decision paid song download service selection, namely Accessibility, Quality & Safety attribute; Content & Technology attribute; Display & Service attribute, and attribute Registration. The study was conducted using a questionnaire distributed to respondents who currently use a service or download songs ever paid. Then do the processing of the data using multidimensional scaling and the resulting perceptual map depicting MelOn service position among competitors.

The results of this study perceptual map shows that the nearest competitor was the Langit Musik Telkomsel and Import Musik from 4 attributes while in comparison, MelOn was preferences 3 attributes that excellent at a wide range of attributes, Quality & Safety; Content & Technology; Display & Service; yet not superior on the Registration attribute. Some recommendations based positioning MelOn, proposed to PT. MelOn Indonesia to become the proposed improvement of qualities of service PT. MelOn Indonesia, especially for paid song download service MelOn.

Keywords: perceptions, preferences, positioning, multidimensional scaling, perceptual maps, paid song download service, MelOn.