

## ABSTRACT

*Music download is a taking music activity performed by music lovers via internet access. Music download is an activity undertaken to meet the needs of the entertainment, so it takes a music download service in accordance with the wishes of the consumers of music. In Indonesia have been present commercial music download service, known as Melon and maintained by telecommunications companies, namely PT Telkom Indonesia.*

*Melon legal music download service offered by PT Telkom to consumers has not hit the target as many as 400,000 users in the operation and also have to deal with illegal music download service. This causes the target PT Telkom is not reached and the number of users Melon has not achieved what the company PT Telkom is expected to result in a company profit.*

*This final project aims to design a legal music download service Melon by using Conjoint Analysis to consumer preferences. To determine consumer preferences, attributes and stimuli should be designed first in this method. Before designing stimuli, stimuli authors attribute must be determined through the study of literature and interviews to company PT Telkom. From the literature study and interviews, founded 6 attributes the service package price, type of music, the sound quality, file limits, payment types, and a selection of preview. The next stimulus package design services, Consumer preferences will be seen through the stimuli created by SPSS Orthoplan stimuli or as many as 16 draft legal music download service Melon. Once consumer preferences collected and processed through methods Conjoint Analysis, created 3 stimuli with the highest utility value of consumer preferences and also the results of sliced some consumer segments. 3 stimuli are stimuli 10, stimuli 8 and stimuli 15. Stimuli 10 is a stimulus package of services at a price of Rp 60.000/30 days, using DRM, CD track quality, universal file, bill payment through speedy, and 30 second song previews. Stimuli 8 is a stimulus package of services at a price of Rp 90.000/30 days, using DRM, CD track quality, universal file, payment by credit, and 30 second song previews. Stimuli 15 is the stimulus package of services at a price of Rp 60.000/30 days, Non DRM, CD track quality, universal file, payment by credit card, and a full preview of the song. Results of 3 stimuli Melon parcel service is expected to assist PT Telkom in achieving the target users of the service and can reduce the number of users download music illegally in Indonesia. So the design of these services can improve customer loyalty, attract new customers and add more profit for the company, PT Telkom Indonesia related.*

*Keywords: preference, conjoint, commercial music download*