

ABSTRACT

In the current era, the phenomenon that is happening for beginner musicians is the lack of access for beginner musicians in the city of Bandung. There are several problems faced by novice musicians in the current era, namely lack of access to the music industry, lack of knowledge of music in terms of the music industry, technical production, and how to market it, lack of media that can be a mentor to support beginner musicians. However, with the advancement of information technology, it is easier to monitor newcomer singers or musicians so that they have the right strategy in dealing with today's music era. Therefore, there are still many novice musicians who appear and develop in Bandung. The method used in collecting data is the method of interview, observation and literature study. The data is obtained and then analyzed into main discussions about the music ecosystem, website, UI & UX, and visual communication design. With these discussions, the results of this study are expected to be able to design website-based information that can give novice musicians access to the music industry. To fulfill the wishes of beginner musicians who are still unfamiliar with the music industry. Of course it gives hope to be more confident. With this platform as a forum or hub for beginner musicians to express their work and make novice musicians excited.

Keywords: beginner musicians, music ecosystem, music industry