

Identifikasi dan analisis faktor penting bagi penyanyi untuk memasuki industri musik pop di Indonesia dengan strategi generik porter = Identification and analysis of important factor for singer to enter pop music industry in Indonesia with porter's generic strategies / Tika Kristianti

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Abstrak

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Hampir setiap hari, masyarakat disuguhkan dengan kehadiran penyanyi-penyanyi pendatang baru dengan penampilan, gaya, dan jenis musik yang nyaris sama satu dengan lainnya. Menjadi ikon, terkenal, mencetak hits single, lalu dalam beberapa bulan kemudian tenggelam oleh eksistensi penyanyi lama dan kehadiran pendatang baru lainnya. Mereka seakan sulit meniti siklus karier yang panjang. Mereka diduga tidak mampu mengidentifikasi dan menganalisis faktor-faktor penting bagi penyanyi pendatang baru untuk bersaing di industri musik. Dengan tipologi strategi generik Porter, pembobotan dengan AHP, analisis SWOT pada studi kasus, diperoleh prioritas faktor pada diferensiasi : keunikan/ciri khas, kemampuan inovasi, sumber daya penunjang, kreatifitas, skill dan musikalitas, nilai komersil. Kepemimpinan biaya : karakter, nilai komersil, skill dan musikalitas, semakin banyaknya studio musik digital. Fokus : skill dan musikalitas, kreatifitas, semakin banyaknya perusahaan rekaman, perkembangan komunitas.

ABSTRACT
Almost every day, people served by presence of newcomer singers with performance, style, and type of music that was almost equal to each other. Become an icon, famous, scoring hits singles, and then a few months later drowned by old singer existence and presence of other newcomers. They are as difficult to pursue a long career cycle. They allegedly are not able to identify and analyze the important factors for newcomer singers to compete in music industry. Therefore, the purpose of this paper is to identify and analyze the important factors. With Porter's typology of generic strategies, weighting using AHP, SWOT analysis on the case study, obtained priority factors of differentiation: unique/ distinctive characteristics, innovation capability, supporting resources, creativity, skill and musicality, commercial value. Cost leadership: character, commercial value, skill and musicality, the increasing number of digital music studio. Focus: skill and musicality, creativity, the number of record companies, the development community.