

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 PUSTAKA89

Lampiran 1 Kuesioner93

Lampiran 2 Hasil Kuesioner100

Lampiran 3 Pertanyaan Wawancara101

Lampiran 4 Verbatim102