

**UNIVERSITI TEKNOLOGI MARA**

**DEVELOPMENT OF WEB BASED  
SOCIAL MEDIA FOR LOCAL  
MUSICIAN (ThunderMusic)**

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# **CHAPTER 1**

## **INTRODUCTION**

In this chapter, an introduction for Social Media for Local Musician (ThunderMusic) project are explained.

### **1.1 Project Background**

In this technological era, people expect to have everything “on-a-tip of a finger” which means to do everything online and systematically. One of the example that help people in their daily life is an online discussion. Basically, an online discussion is a place where people can discuss about certain topics any time at their home or any place with others located at other places by using the computer with an internet connection (Sundarajan, 2010).

According to Savannah(2017), years before Apple Music and Spotify, musicians and music enthusiast had to rely heavily on CD’s, cassettes, records, newspapers, and the radio to access music. With the power of social media and the internet, literally in the palm of our hands at all times, we can get access to music in the matter of seconds (Savannah,2017) .She added the music industry is constantly evolving because of the huge influence of social media and technology. The strategies that musicians are using now and is relevant this day will keep on changing over and over again due to technology evolution.

### **1.2 Problem Statement**

According to Savannah(2017), social media platforms have given musicians more control over the distribution of their music and through the use of services.