

**UNIVERSITI TEKNOLOGI MARA**

**ISSUES IN MALAYSIA MUSIC INDUSTRY:  
A CASE STUDY**

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## ABSTRACT

The music industry as a whole is facing a massive challenge. The nature of the industry has changed as some of the most popular artists, their product life cycle are shorts. Other than that, the market has changed very quickly according through times.

The non development of our Malaysian music industry is because there are no cooperation whatsoever from any parties that are willing to gamble and venturing to our music scene as what we all can see nowadays, piracy problems are everywhere and it is hard to barricade. Meanwhile, mass medias and recording companies did not carrying out their responsibilities with righteous because their priority is more to the profit that they will get compare to the quality of works and audience attitude in Malaysia that more emphasizing appearance level more than talent. Malaysian music industry is more of a "stereotype". This is because most artists, musicians and composers who are involved in the music scene are not exposing to the formality of music and that was the reason on why most of their works are invariable.

The music industry can be developed in many ways, first of all by finding our own musical identity. Secondly, by changing the way of mass media marketing and last but not least, artists should make quality of their product a priority. So, whatever the arguments and how they respond to such changes are going to be crucial in their success and to continue on developing the music industry as a whole and I hope this research can be helpful to young musicians and composer who want to be involved in the Malaysian music industry.

## **DECLARATION OF AUTHORSHIP**

“I declare that this thesis is the result of my own work except the ideas and summaries which I have clarified their sources. This thesis has not been accepted for any degree and is not concurrently submitted in candidature of any degree.”

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background of the Study**

Music industry in Malaysia is not in a very good condition and the music industry as a whole is facing a massive challenge. The nature of the industry has changed in that some of the most popular artists have only a short product life cycle. The market changes quickly - people's tastes change as they grow up, but the fan base for some acts that do survive in the longer term may not be big enough to justify the sort of expenditure that is needed to maintain them as high market growth act.

The music industry as know as music business sells compositions, recordings and performances of music. Among the many individuals and organizations that operate within the industry are the musicians who compose and perform the music, the companies and professionals who create and sell recorded music such as music publishers, producers, studios, engineers, record labels, retail and online music stores, performance rights organizations, those that present live music performances such as booking agents, promoters, music venues, road crew, professionals who assist musicians with their careers as know as talent managers, business managers, entertainment lawyers, and those who broadcast music, educators musical instrument manufacturers as well as many others.

Music scenes can be divided into 3 categories in Malaysia which are Mainstream, underground and Indie. Mainstream is, generally, the common current of thought of the majority it is a term most often applied in the arts .As such, the mainstream