

UNIVERSITI TEKNOLOGI MARA

**AUDIENCE PERCEPTION OF MUSIC CONCERT
IN MALAYSIA**

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ABSTRACT

The purpose of this study is to investigate the audience perception of music concert in Malaysia. This research analyzes how successful is music concert in Malaysia from the audience's perspective. Specifically, this study focuses on the audience perception towards promotional exercises of music concert in Malaysia and the appealing factors of musical performance showed by band during the concert. This study is being conducted using quantitative method of sources from both primary and secondary data. A set of questionnaires are prepared to the respondents via Google Form. The respondents chosen are the audience of three sold-out music concerts in Malaysia which were from MASDO: Malam Keramaian Dinda, FOURTWNTY Live in Kuala Lumpur, and FUR Live in Kuala Lumpur. In short, this research is important because it will promptly help the upcoming event organizers in implementing the best promotional exercises when promoting the event or concert and help the musicians to upgrade their musical performance in order to appeal audience during concert.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Festivals, concerts, gigs, are platforms for musicians to show their talents to the public. Countless other live music performances are happening every day in local bars, coffee shops, concert halls, villages, and even churches. A statement in Billboard emphasized that 2013 and 2014 were two record years of live-music events and described the touring industry as "the most robust sector in the music industry today" (Wadell, 2014, p. 136). So, it is crucial for performers, bands, artists to attract as many audiences as they can because, from the performances or concert tickets, it is where they will gain their income and revenue to make their living.

According to Rushe (2010) as cited by Kulczynski, Baxter, and Young (2017), as the music industry continues to struggle with the impact of digital recordings on music sales, the importance of concerts for musicians to remain highly profitable is ever more pertinent. Perkin (2012) stated that attending concerts is for pure pleasure and enjoyment. So, the audience will always set their expectations as soon as they purchase the concert tickets and it is important for musicians to "sell" meaningful and memorable experiences as an exchange for the tickets or money that the audience paid.

Organizing an event or concert is very important for both musicians and event organizers to make sure the live concert is produced successfully. In this modern age, organizing an event is not as difficult as before, where the emergence of the digital or internet age as not existed yet. Before this, tickets are sold offline and promotion is a bit hard for an event to reach their audience. But now, with those digital existence such as internet, selling tickets is not as difficult as before and organizers can think and focus on their target audience and those whom they want to sell the tickets to.

In this digital era, there are many mediums such as online ticket applications, websites, and social media, and it makes it easier for the audience to be aware of the event and how to purchase tickets. Promotion is very important for the audience to be