

**UNIVERSITI TEKNOLOGI MARA**

**ISSUES ON ROYALTY**  
**CASE STUDY: “SILLY LILLY” SONG BY BUNKFACE**

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## ABSTRACT

The purpose of this study is to investigate the Royalty Issues that happen to Bunkface song called "Silly Lilly. The study targeted the team members of Bunkface band. The research instrument was a qualitative survey form which developed by the researcher and the findings were analyzed based on the questions as discussed. The results was taken by 5 respondent that involved in this issues. After the questionnaire has been approved by the supervisor, the questionnaire can be used to interview all 5 respondent. All respondent are choose as they having in the music industry for a long time and know all the causes that lead into this cases. In short, this research is important because it will promptly provide solutions on the royalty issues for Malaysian artiste. Findings from the research can be concluded and answered the research questions based on the research objectives.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

First and foremost, Bunkface is one of the Independent artists in Malaysia who is involved in royalty issues with the royalty organization. At that time Bunkface as an independent band was not tied to any record label. But one day, when they wanted to collect the royalties they got from the royalty organization, the royalty organization has stated that their royalty collection was collected by another 3rd party. One of the reason why I choose this topic of royalty issues by Silly Lily song is because, Silly Lily song is one of their songs that successfully get into many charts on the radio stations. In that case, Bunkface band itself has been stated that, the royalty collection for Silly Lilly song is the most because at that time, Silly Lily song are their hits song and always on airplays.

Royalty collection is a tribute to artists on this planet. Among them are singers, composers, lyricists, publishers and musician who have been registered with corporations like Recording Performers Malaysia (RPM). In Malaysia, royalties related to Music, we will refer to RPM. Finch (2000) stated that royalty rates are generally the most flexible part of the overall financial packages as these are being taken from a revenue stream when there are only remaining risk is the product's commercial performance.

Research studies will be conducted on royalty issues entered in the Bunkface band back in the years. It has also proven that if we know how to handle the royalty collection in this regard, we can also avoid any fraud during the collection of our royalties. According to Locke & Latham (2004), they added motivation also not only affect an individual's skills and