FACULTY OF MUSIC

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RESEARCH PROJECT

MARKETING STRATEGIES IMPLEMENTED FOR TOP CHARTED SONGS IN MALAYSIA

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ABSTRACT

This paper provided the context to the marketing techniques of the Industrial Revolution 4.0. Subsequently , the researcher provided evidence of shifts in sales, the products of the industry and also the effect on the industry. For the approach , the researcher had intended to conduct qualitative research involving in-depth interviews with carefully selected respondents. Because quality was chosen as the methodology, in-depth interviewing techniques were used during the survey data collection that had been prepared before, as detailed explanations were required for marketing strategies for the local music industry. The music industry is a world that is constantly evolving, so advertisers and distributors must adjust and form their business strategies in order to achieve success. Marketers also developed other approaches and strategies for introducing songs that share the characteristics of songs at the top of the charts. As well as knowing their shortcomings and benefits, distributors need to help artists sell their music. Marketers need to create a detailed marketing strategy that can be placed in place to perfection and step away from conventional media outlets, because it is just not as successful as it used to be. Next, It is recommended that distributors develop a positive partnership with artists and labels. Overall, it can be concluded that the marketing tactics implemented for top notch songs in Malaysia are also very helpful in marketing to distributors with their own innovative methods at this period.

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